



Carl Buddig Turns Up the Volume with Digital Music Promotion

(Homewood, IL – April 19, 2007) - Carl Buddig and Company, a leading producer of packaged deli meats and specialty sausages, is launching a multi-million piece digital music promotion to spotlight its Buddig and Old Wisconsin brands.

The digital music promotion, powered by Puretracks, will feature an offer for a free song in approximately 15 million Buddig and Old Wisconsin packages.

Under the terms of the promotion, each package will feature a unique package code, along with a URL directing consumers to either www.buddig.com or www.oldwisconsin.com. To redeem their free song, consumers need only to log onto the correlating URL and enter their package code and email address. Upon completion, a music code good for one free song will be emailed to them, along with download instructions on the Puretracks music store.

Tom Padula, director of marketing for Carl Buddig and Company, says his company is excited about the music promotion, which he says gives Buddig customers their choice from more two million songs.

“The universal appeal of music makes it an ideal giveaway for us because our customers transcend demographics,” notes Padula. “And because the music is delivered digitally, our customers are able to choose from a huge selection of songs and a wide variety of genres, ensuring something for every taste.”

About Carl Buddig and Company

Carl Buddig & Co. (www.buddig.com) is a leading manufacturer of sliced lunchmeat and shelf-stable sausage snacks including Deli Stick sport canisters. The company is headquartered in Homewood, Illinois.