



Pinnacle Foods Joins RCR to Showcase Multiple Brands

WELCOME, N.C. (Feb. 8, 2008) – Pinnacle Foods Group LLC, a leading producer, marketer and distributor of high-quality branded food products has joined Richard Childress Racing's (RCR) family of partners in a multi-year sponsorship agreement for all three of the 11-time championship winning racing organization's NASCAR Cup Series teams.

Pinnacle Foods, with offices in both Mountain Lakes and Cherry Hill, N.J., will showcase its Hungry-Man® meals, Armour® canned meat and Vlasic® pickles, peppers and relish brands on, the No. 07 Jack Daniel's Chevrolet (driver Clint Bowyer), the No. 31 AT&T Chevrolet (driver Jeff Burton) and the No. 29 Shell-Pennzoil Chevrolet (driver Kevin Harvick), respectively. The 2008 season begins Feb. 9 with the Budweiser Shootout and the Feb. 17 Daytona 500 at Daytona International Speedway in Daytona Beach, Fla.

"Building on our success in 2007 with our involvement in the NASCAR Sprint Cup Series, we are very excited about building our new relationship with Richard Childress Racing and its talented drivers," said Mark Parker, Vice President of Business Development for Pinnacle Foods Group LLC. "We believe there is an incredible overlap between our family of brands, our consumers and those associated with this great family spectator sport. This relationship with Richard Childress Racing creates an even greater bond that we trust will continue to compel consumers to use and be advocates for our products. We also wish Richard, Kevin, Jeff, Clint and the rest of team the best season for their fans."

"As we approach the 2008 NASCAR Sprint Cup Series season, Armour is proud to bring to the track and our retail partners a Mobile Marketing tour that will begin at Daytona and end in Homestead," said, Andy Reichgut, Vice President of Marketing for Pinnacle Foods Group LLC. "This unique mobile marketing tour will allow our consumers the chance to interact and learn more about the breadth of our products, new ways of using our products for meal solutions and the chance to win great prizes. I look forward to a great season for Armour and wish the best of luck to RCR."

All three RCR teams finished in the top 10 of the NASCAR Cup Series point standings last season and Harvick is the defending champion of the Daytona 500.

“Pinnacle Foods Group, with its Hungry-Man meals, Armour and Vlasic brands, is a very welcomed addition to the RCR family of partners,” said Richard Childress, president and CEO of Richard Childress Racing. “They have a proven track record in the world of marketing and promotion and we look forward to working with them in making their involvement with RCR a great success.”

About Pinnacle Foods

Pinnacle Foods Corporation, with offices in Mountain Lakes and Cherry Hill, New Jersey is a leading producer, marketer and distributor of high-quality branded food products in the frozen foods and dry foods segments. The dry foods segment consists primarily of Duncan Hines® baking mixes and frostings; Vlasic® pickles, peppers and relish; Armour® canned meats; Open Pit® barbeque sauce and Mrs. Butterworth's® and Log Cabin® syrups and pancake mixes. The frozen foods segment consists primarily of Aunt Jemima® frozen breakfasts; Swanson® and Hungry-Man® frozen dinners and entrees; Van de Kamp's® and Mrs. Paul's® frozen seafood; Celeste® pizza; and Lender's® bagels.

About Richard Childress Racing

Richard Childress Racing (www.rcrracing.com) has earned nearly 180 victories and 11 NASCAR championships, including the 2007 NASCAR Nationwide Series owners' point title and six in the Cup Series with the legendary Dale Earnhardt. It was the first organization to win championships in the Cup Series, Nationwide Series and Truck Series. Its 2007 Cup Series lineup includes Clint Bowyer (No. 07 Jack Daniel's), Kevin Harvick (No. 29 Shell-Pennzoil) and Jeff Burton (No. 31 AT&T). Its Nationwide Series lineup includes Clint Bowyer (No. 2 BB&T), Bobby Labonte and Stephen Leicht (No. 21 Chevrolet) and Burton and Scott Wimmer (No. 29 Holiday Inn).