



NEWS FROM *The* SCHWAN FOOD COMPANY™

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FOR IMMEDIATE RELEASE

**Schwan's Home Service Partners with
Jeff Gordon Foundation to Fight Pediatric Cancer**
Proceeds from specialty ice cream tins go to charity

(MARSHALL, MINN. — May 27, 2009) — Schwan's Home Service, Inc. announced today a partnership with four-time NASCAR Cup Series champion, Jeff Gordon, to raise money to support the fight against pediatric cancer. Under the partnership, \$1 from each sale of specially made ice cream tins featuring Gordon and his No. 24 DuPont Chevrolet will go to The Jeff Gordon Foundation to assist in the Foundation's fight against pediatric cancer and support for the Jeff Gordon Children's Hospital.

"I definitely have a sweet tooth and I thoroughly enjoyed the 'research' I did tasting the different flavors," said Gordon. "While I enjoyed that experience, I really appreciate Schwan's joining my foundation in the fight against pediatric cancer."

Pediatric cancers are the cause of more childhood deaths than any other disease. The Jeff Gordon Foundation focuses its support on pediatric cancer research and the Jeff Gordon Children's Hospital. Over the past 10 years, the Foundation has granted over \$7 million to pediatric medical initiatives.

"We are proud to partner with Jeff Gordon in his ongoing efforts to help children suffering from cancer. Jeff has been great to work with, and it has been a pleasure helping him in developing his ice cream flavor and designing this collectible tin. Our customers will really enjoy these," said Schwan's Home Service President Scott McNair.

This collectible tin was designed for the race fan and Jeff Gordon enthusiast. Each tin will be filled with one of Gordon's all time favorite flavors, "Wide Open Mint Chip Swirl," a combination of mint ice cream, chocolate fudge and chocolaty chips. One in every 1,000 tins has been personally autographed, and customers who purchase the tins will receive a special Jeff Gordon Fan Club membership discount.

The commemorative Jeff Gordon ice cream tin can be pre-ordered online at www.schwans.com/jeffgordon.

About The Jeff Gordon Foundation

The Jeff Gordon Foundation was established as a non-profit 501 (c)(3) organization in 1999 by the four-time NASCAR Cup Series champion. The Foundation supports children battling cancer by funding programs that improve patients' quality of life, treatment programs that increase survivorship and pediatric medical research dedicated to finding a cure.

The Foundation also supports the Jeff Gordon Children's Hospital in Concord, NC, which serves children in the community by providing a high level of primary and specialty pediatric care. We are proud to support a quality healthcare facility dedicated to compassionate care and medical excellence for children.

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For more information visit www.jeffgordonfoundation.org.

SCHWAN'S HOME SERVICE, INC., a business unit of The Schwan Food Company, markets and distributes approximately 400 fine frozen foods under the *Schwan's*® brand through home-delivery and mail-order services. Featured product lines include the company's signature ice cream, pizza, choice meats, seafood, ethnic specialties, breakfast items and desserts. Schwan's Home Service, headquartered in Marshall, Minn., has nearly 500 local sales and distribution centers located across the 48 contiguous United States. For more information, visit www.schwans.com or call 1-888-SCHWANS.

THE SCHWAN FOOD COMPANY is a privately held, multibillion-dollar business that manufactures and markets fine frozen foods through home-delivery, retail-grocery and food-service channels. Its many popular brands include *Red Baron*®, *Tony's*®, and *Freschetta*® pizza, *Mrs. Smith's*® and *Edwards*® desserts and *Schwan's*® fine frozen foods. Headquartered in Marshall, Minn., for more than 57 years, the company's subsidiaries employ about 18,000 people in the United States, Canada and Europe. To learn more about Schwan, visit www.TheSchwanFoodCompany.com on the World Wide Web.

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