



An Electric Combination: Butterball Partners with Masterbuilt on Indoor Electric Turkey Fryer

Columbus, Ga. (March 22, 2009) – Masterbuilt means quality cooking equipment. Butterball® turkeys complete some of life’s most memorable celebrations. Put the two together and the combination creates the most significant pairing since cranberry sauce met the drumstick.

For the first time, Butterball has put its brand on a pair of turkey fryers – and they’re made by Masterbuilt. The Masterbuilt-Butterball partnership now defines *fried* turkey – made safely and hassle-free with a fryer designed to work inside the house. What could make it better? Mom’s home cooking. If she’s not frying, she should be.

With CSA certification and a design that meets Underwriters Laboratories Inc. standards, the **Butterball Indoor Electric Turkey Fryer is safe to use indoors**. It can fry turkeys up to 14 pounds – enough for up to eight to 10 people – using one-third less oil than conventional turkey fryers.

“Butterball turkey fryers will create new family traditions around the kitchen table throughout the year,” said Masterbuilt CEO John McLemore. “This sets the standard for fried turkey prepared with a combination of safety and convenience. The only things missing are cornbread stuffing and green beans.”

Safety features include a thermostat temperature control that prevents overheating as well as a digital timer that helps cook the turkey just right. Other features include:

- Folding lid with window and grease filter
- Turkey Tap drain valve and removable porcelain coated inner pot for easy cleaning
- Stainless steel outer shell

The fryer – measuring 18.1 inches long, 16.7 inches wide and 16.8 inches high – is making its debut this week at the International Housewares Show in Chicago. It will be available in retail stores nationwide, starting in September. The target retail price is \$119.99.

“Butterball turkeys are a must-have at Thanksgiving and deep frying continues to be a popular cooking method,” said Bill Klump Butterball Senior Vice President, Marketing. “We’re excited to partner with Masterbuilt on a product that provides a safe and easy way to prepare a picture-perfect turkey this holiday season.”

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About Masterbuilt

For more than 30 years, Masterbuilt's passion has been to design quality outdoor cooking equipment that is simple to use. From the first propane fish cooker, to the user-friendly electric turkey fryer, seafood boiler and steamer, we offer a complete line of outdoor and indoor cooking products designed with the consumer in mind. Masterbuilt's standard of excellence is to design the most innovative products in the industry and markets we serve. Masterbuilt will strive to create a work environment that is conducive to building long-term employees who are motivated and dedicated to developing quality merchandise at a fair market value. The customer is our greatest asset and our commitment is to always provide friendly, caring service.

About Butterball

Butterball, LLC is the largest producer of turkey products in the United States. Headquartered in Garner, N.C., Butterball, LLC was formed in October 2006, when Carolina Turkeys acquired the Butterball brand from ConAgra Foods. The marriage of excellence in turkey production and customer service from Carolina Turkeys with the international brand recognition of Butterball resulted in undeniable benefits to consumers everywhere. Butterball, LLC employs 5,300 associates throughout its seven plant locations and corporate offices. For more information please visit www.Butterball.com.

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