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Jer-n-Al's Inc.

Press Release

Jer-n-Al's Inc. reintroduces their famous Honey Smoked & Hot-n-Spicy bbq sauces to the Central Valley. Hires new director of sales and marketing.

Award-winning Jer-n-Al's barbecue sauce can be purchased online at www.jernalsbbqsauce.com

Fresno, CA, March 29, 2007: Jer-n-Al's Barbecue Sauce, has been a Central Valley favorite since May of 1994. After a brief disruption in production, co-founders of Jer-n-Al's Inc., Steve Allen and Jerry Berlin, have reorganized the company and plan to reintroduce their Honey Smoked and Hot-n-Spicy barbecue sauce to the Central Valley marketplace and beyond. Lena Marie Fisher has been hired on to the Jer-n-Al's team as the director of sales and marketing with high expectations to expand product recognition regionally.

Says Ms. Fisher about Jer-n-Al's award-winning sauces, "I believe in my heart that Steve and Jerry have something really special, I just hope to build awareness for this locally produced, award-winning product. My family has enjoyed Jer-n-Al's barbeque sauce for years and I'm thrilled that I can share this product with other folks who enjoy a great barbeque."

Ms. Fisher brings 10 years of product development and brand marketing experience to the newly re-organized company and will be the new face of this Fresno-based favorite.

Jer-n-Al's Honey Smoked and Hot-n-Spicy barbeque sauce is produced using only the finest individual ingredients and is bottled locally at Pacific Choice Brands, Inc. in Fresno, CA. For more information about Jer-n-Al's Inc. or their product line contact Lena Marie Fisher at 559.930.9817 or online at <http://www.jernalsbbqsauce.com>.

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