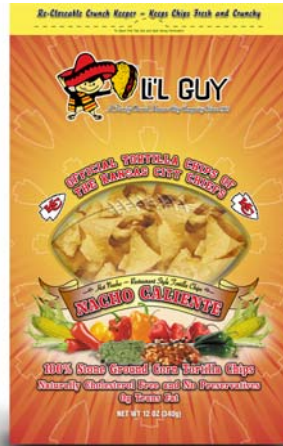
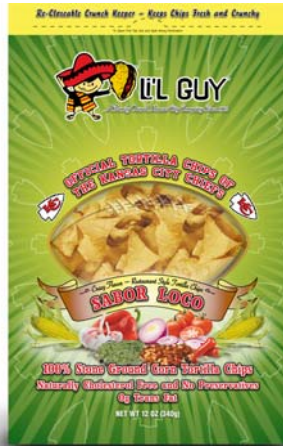
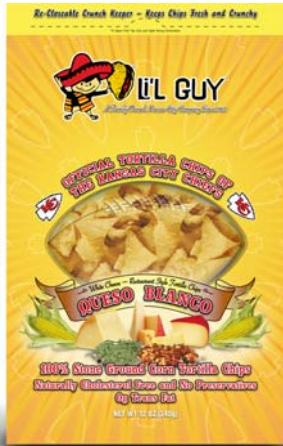




OFFICIAL KC CHIEF'S SUPPLIER KICK OFF SEASON WITH THEIR OWN HOME OPENER

*New Tantalizing Flavors Sure to Heat up Taste
Competition at Tailgate Parties Citywide*



For more information:

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FOR IMMEDIATE RELEASE – July 19, 2007

Kansas City, Missouri – As the air gets crisp this fall for football, Li'L Guy Foods is on track to add extra crunch and spice to your party plate. Beginning early September, the KC-based Mexican foods supplier and makers of the “Official Tortilla Chips and Salsa of the Kansas City Chiefs” will launch 3 new tortilla chip products featuring tongue-teasing flavors including Nacho Caliente (hot nacho), Queso Blanco (white cheese), and Sabor Loco (crazy flavor).

Rated #1 local tortilla chip and #1 local tortilla against national brands by AC Nielsen (2nd quarter, 2007), Li'L Guy Foods is already the hometown favorite with a complete line of chips, tortillas, salsas, sauces, and queso dips. The new flavor offerings accompany packaging redesigns spanning the entire chip line. The new industry-leading “crunch keeper” packaging features zippered, resealable closures and thicker plastic bags aimed at improving quality, extending product shelf life, and enhancing packaging durability. Li'L Guy products with these innovations will hit the shelves in September with major retailers across the region including Price Chopper, Hy-Vee, Dillon's, Apple Market, Sun Fresh, and Wal-Mart.

Greater Kansas City Area Chamber of Commerce (www.kcchamber.com) members will be treated to a tasting of gold and red Li'L Guy KC Chips at an “After Hours” event at Arrowhead Stadium on July 19th. Plans are in the works to roll out other complimentary additions to Li'L Guy product lines in the near future.

