

FOR IMMEDIATE RELEASE

Mr. Food TV Produces Location Segments in Salute of the Military

Fort Lauderdale, FL (April 30, 2011) — As part of its continued support of American troops, The Mr. Food Broadcast Production Division of the Mr. Food Brands produced two of their nationally syndicated Mr. Food television news segments aboard the Navy guided missile destroyer the USS Ross while in port during Broward Navy Days in Fort Lauderdale. These segments saluting the military will air in more than 120 television markets around the country on Memorial Day and leading up to the Fourth of July.

Says Art Ginsburg a.k.a. Mr. Food, “As a former Navy man, I was delighted to be invited aboard the USS Ross to produce these segments of my show honoring those serving in the military in the U.S. and abroad. I want to thank our troops worldwide in all branches of the armed forces for their sacrifices and their service, and we thank their families, as well.”

According to Senior Writer, Helayne Rosenblum, “The May 30 Memorial Day segment will feature a Mr. Food recipe for Grandma’s Spice Cookies and encourage viewers to ship homemade cookies to those they know serving in the military, as well as enjoying the cookies with their own families here at home while remembering to support organizations who can ship care packages to 'Any Soldier' on their behalf.”

Chief Operating Officer Howard Rosenthal adds, “We are also pleased to share with our viewers the all-American breakfast that the Idaho Potato Industry hosted on the flight deck of the USS Ross. The Mr. Food Test Kitchen has created a coordinating recipe for Baked Potato Boats to share on this pre-Fourth of July segment, which is scheduled to air on June 28.”

Both the Mr. Food Test kitchen recipes and Mr. Food TV segment streaming video will also be available for download from MrFood.com beginning on each of the segment air dates.

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About The Mr. Food Brands

The Mr. Food Brands are based on the philosophy and personality of founder, Art Ginsburg. It is comprised of its highly regarded Test Kitchen, production facility and editorial/marketing team making it one of the nations leading providers of quick and easy recipes and engaging multi-media content. For over 30 years it has stood the test of time earning the trust of America by consistently delivering tasty solutions to everyday kitchen-related problems.