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Richard Rubenstein Public Relations



REQUEST FOR COVERAGE
BRANDS, INC.

LLOYD PRICE ICON FOOD



** PHOTO OPPORTUNITY/INTERVIEWS AVAILABLE**

**ROCK 'N' ROLL ICON LLOYD PRICE
COMES HOME TO NEW ORLEANS TO UNVEIL HIS
LAWDY MISS CLAWDY SWEET POTATO COOKIES SOLD BY
WAL-MART SUPERCENTERS IN LOUISIANA**

***Icon Price to Announce Initiatives of His \$15 Million Lawdy Miss Clawdy Katrina
Project Corporate Pledge at Press Conference***

Lloyd Price Icon Food Brands, Inc announces the historic launch of Kenner, Louisiana born Lloyd Price's Lawdy Miss Clawdy Sweet Potato Cookies and the company's partnership with Wal-Mart SUPERCENTERS. Rock 'n' Roll legend / Chairman, CEO, and President of LPIFB, Inc., **Lloyd Price** will host the event, along with several specially invited Celebrity Guests. New Orleans resident Fats Domino played piano on the original Lawdy Miss Clawdy song as well as on several other Lloyd Price songs and is a good friend / supporter of Mr. Price. The Lloyd Price original recipe for his Lawdy Miss Clawdy Sweet Potato Cookies is the first ever African-American Icon branded sweet potato cookie product ever to be available in America. The Lawdy Miss Clawdy Sweet Potato Cookie is NOW AVAILABLE at Wal-Mart SUPERCENTERS in five southern states -- Louisiana, Alabama, Florida, Mississippi, and Georgia.

This is a landmark event for the African American community. For many years, African-American consumers have had to settle for food brands that used their faces for marketing, but not ownership, like Aunt Jemima and Uncle Ben, until now. The debut of this product on the food shelves in mainstream America at the Wal-Mart SUPERCENTERS is historic and paves the way for the development of more African-American suppliers at many retail stores all across America.

The press conference will also announce a corporate philanthropic pledge by Lloyd Price Icon Food Brands, Inc. of \$15 million entitled the Lawdy Miss Clawdy Katrina Project (\$5 million to Kenner for housing and educational grants; \$5 million to New Orleans dedicated to housing, hospitalization, and single mothers; and \$5 million to Southern University for displaced students and grants for music scholarships).

Lloyd Price has firmly established himself as a pioneer of Rock 'n' Roll music. He was inducted into the Rock 'n' Roll Hall of Fame in 1998 for his 16 major hits, including "Stagger Lee," "Personality," "Just Because," "Where Were U on our Wedding Day," and of course, "Lawdy Miss Clawdy."

BONUS: Lloyd Price will perform live that same evening at Tipitina's at 10 pm (Doors Open at 9 pm) working in association with the Tipitina's Foundation. The Tipitina's Foundation is dedicated to helping artists recover from Hurricane Katrina and preserving the cultural traditions of New Orleans. All media access passes to the Lloyd Price live concert that evening must be picked up at the press conference. If not, media will have to make a donation of \$25.00 per ticket the night of the event. The general donation for admittance will be \$25.00.

DATE: FRIDAY, AUGUST 17TH 2007

TIME: **10 AM (Media Check-In Required starting at 9 am)

**WHAT: Press Conference, Key Presentation, Interview Opportunities,
Food & Beverage Served, Photo Opportunities, Live Show Media Pass Picked Up**

WHERE: TIPITINAS / 501 Napoleon Ave. / New Orleans (WWW.TIPITINAS.COM)

PHONE: 504. 895. 8477 (TIPS)

CONTACT: *ALL PRESS MUST RSVP TO THIS EVENT, EMAIL REQUESTS TO
JSIELDS@RUBENSTEINPR.COM*****

WEBSITE: www.lawdymissclawdy.com