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NEWS



30TH ANNIVERSARY

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**Cincinnati Chef Selected to Cook at Renowned James Beard House
Dinner to Preview Dishes and Support Local “Everyday Heroes” Foster
Parenting Cause**

CINCINNATI, Ohio – Sept. 4, 2008 – Area Chef Michelle Brown of Jag’s Steak and Seafood has been selected as one of only six chefs to participate in a dinner Oct. 17, 2008, at New York City’s prestigious James Beard House. Brown, who was chosen by the *Certified Angus Beef*® brand, will prepare a dish for the “Great Steak Celebration” at the culinary landmark as part of the brand’s 30th anniversary.

“We are delighted to have Chef Michelle help celebrate our anniversary at the James Beard House,” says John Stika, president of Certified Angus Beef LLC. “Her passion for food, creative approach to cuisine and commitment to offer the best quality products represents the best our partners can offer. The honor is a fitting reflection of her talents.”

The James Beard House, in New York City’s Greenwich Village, is a “performance space” for visiting chefs. Similar to the musical prestige of Carnegie Hall, cooking at the James Beard House is the highest honor culinary artists and chefs can achieve.

Jag’s preview dinner and fund-raiser, Sept. 21

Brown will share her upcoming honor with the local community, Sept. 21, by hosting a preview dinner and charity event at Jag’s from 6 to 11 p.m. Brown will team up with *Certified Angus Beef*® brand Corporate Chef Scott Popovic to serve a five-course wine dinner and raise funds for a local cause: the “Everyday Heroes” foster parent recruitment campaign. Tickets for the event are \$125 a piece and can be reserved by calling Jag’s at 513-860-5353.

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Chefs Brown and Popovic will preview exquisite cuisine from their upcoming trip, including morel dusted *Certified Angus Beef*[®] brand Natural cap of ribeye with truffle compound butter, shaved black truffle, wild mushroom risotto and caramelized artichoke heart; and braised *Certified Angus Beef*[®] brand chuck with roasted pumpkin puree, smoked apple pâté de fruit, fried bleu cheese, salted pumpkin seeds and cinnamon essence.

‘Great Steak Celebration’ to showcase best chefs, beef

Brown, who is only one of a select few to participate in the “Great Steak Celebration,” is executive chef of Jag’s Steak & Seafood in West Chester. Since it first opened in January 2003, the restaurant has garnered numerous awards and honors, ranking a notable 13th in the city for fine dining establishments.

Brown will join a team of five other chefs to represent the *Certified Angus Beef*[®] brand and its more than 7,500 restaurant partners around the world. Other chefs participating in the dinner include: Chef Dino Jagtiani, Rare Steakhouse, Cupecoy, St. Maarten; Chef Popovic, Certified Angus Beef LLC, Wooster, Ohio; Chef Randy Sebastian, Rio All Suite Casino Hotel, Las Vegas; Chef Cedric Tovar, The Waldorf=Astoria, New York City; and Chef Randy Weihbrecht, Zoë’s, Virginia Beach, Virginia.

The *Certified Angus Beef*[®] brand, which has offered consumers quality, consistency and integrity since 1978, is the only brand owned by the 35,000 rancher members of the American Angus Association[®]. It is a mark of excellence for more than 12,500 restaurants and retailers worldwide. The brand’s 10 strict quality specifications ensure consumers always enjoy a flavorful, tender and juicy cut of beef.

For more information on the brand, go to www.certifiedangusbeef.com. To learn more about the James Beard House and the Oct. 17 “Great Steak Celebration,” visit <http://jamesbeard.org/?q=node/390>. For more information on the Everyday Heroes campaign, visit www.fosterhero.com or call 211, the local United Way helpline.

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Note to Editor: Media are invited to attend the Sept. 21 charity dinner, compliments of Jag’s and the *Certified Angus Beef*[®] brand. To reserve tickets, please RSVP to Melissa Brewer by Sept. 18.