

**NATIONAL PASTEURIZED EGGS RECEIVES RED HERRING 2008 GLOBAL100
AWARD FOR INNOVATIVE FOOD SAFETY TECHNOLOGY**

Only Food Service Company Recipient in 2008 Awards

LANSING, III. (Jan. 27, 2009) - National Pasteurized Eggs (NPE) (www.safeeggs.com), a leader in food safety, announced today that the firm was recently recognized as one of the 2008 Red Herring Top [100 Global](#) Companies.

Acknowledged for its Davidson's Safest Choice® brand of pasteurized shell eggs, NPE was one of just a handful of consumer-oriented companies and the only food service company recipient in 2008. Previous winners include Google, Mozilla and Skype.

"We were impressed by the technology NPE uses to ensure the safety of eggs," commented Red Herring publisher Alex Vieux. "National Pasteurized Eggs has proven to be a company excelling in its industry and its ripples have turned into waves. Here again, technology applies to our everyday life. It was difficult for us to narrow down, but we are pleased to have included NPE in our list of promising companies. We look forward to the changes it makes to its industry in the future."

Based in suburban Chicago, NPE produces the Davidson's Safest Choice brand of pasteurized shell eggs, which uses a patented, all-natural pasteurization process to eliminate Salmonella enteritidis (SE), the most dangerous egg-related bacteria that sickens more than 100,000 Americans annually. Additionally, the process inactivates avian influenza (bird flu) protecting this important food supply from its exposure. Davidson's Safest Choice eggs are available at retailers including Jewel, Publix, Harris Teeter and VONS, and are used by leaders in the hospitality, healthcare and restaurant industries including FATBURGER, LePeep Restaurants, Mandalay Bay, Luxor Hotels and Sunrise Senior Living. NPE sales are at an all time high, with production of nearly 200 million eggs in 2008.

"This award continues to recognize the importance of keeping the American food supply safe," said David Wilhelm, a member of NPE's board of directors, founder of Hopewell Ventures, and former chair of the DNC. "NPE is well poised for substantial growth in both the retail and foodservice sectors, and we fully expect 2009 to be a pivotal year in the company's continued growth."

- more-

NPE Receives Red Herring Global 100 Award/Add One

Red Herring Top 100 Global Companies are chosen from winners and finalists of the previous North America, Europe and Asia Red Herring Top 100 Companies.

Evaluations were made on both quantitative and qualitative criteria, such as financial performance, innovation, management, global strategy, and ecosystem integration.

For more information on NPE, visit www.safeeggs.com or call 708-418-8500.

National Pasteurized Eggs Contact:

Susan Stoga/Andrea Schnorr

Phone: 1 847 884 0000

Email: susan@carsonstoga.com

Red Herring Contact:

Yvonne Caprini

Red Herring, Inc.

Phone: 1 650 428 2900 x 410

Email: ycaprini@redherring.com

###