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Pork Rind Brands Celebrate *Pig Skins For Pigskin* with Big Game Tickets *Southern Recipe and Lee's Pig Skins Help Fans Enjoy Two All-American Favorites*

LAWRENCEVILLE, Ga. (July 22, 2011) –Southern Recipe and Lee's Pig Skins – leading pork rind brands produced by Rudolph Foods, one of the world's largest manufacturers of pork rinds – announces their *Pig Skins For Pigskin Contest*, beginning July 1 through December 31. Snackers across the country are invited to vote to make National Pork Rind Appreciation Day a recognized holiday for a chance to win prizes including two tickets to the Big Game XLVI. Southern Recipe and Lee's Pig Skins are launching the *Pig Skins For Pigskin Contest* to celebrate the two All-American favorites as part of Rudolph Foods' campaign to have Congress recognize National Pork Rind Appreciation Day as an official holiday on the same day as The Big Game.

At VotePorkRinds.com, voters can share photos, videos or stories demonstrating their love of pork rinds and football to boost their vote by 100, increasing their chances to win. The first place winner will receive two tickets to the Big Game in Indianapolis (valued at \$5,000). Second place wins \$2,000 in cash, a year's supply of pork rinds and fun snacking gear and third place will receive a year's supply of pork rinds. Hopeful snackers must cast their vote for National Pork Rind Appreciation Day at VotePorkRinds.com to be eligible to win.

"There are few things more American than pork rinds and football, which is why we're helping fans enjoy their two favorites together with our *Pig Skins For Pigskins Contest* and National Pork Rind Appreciation Day," said Mark Singleton, VP of Marketing and Sales, Rudolph Foods. "It's never been so easy – or so fun – to win a trip to the Big Game. Vote to make National Pork Rind Appreciation Day an official holiday ... after all, pig skins and pigskin just go together!"

About Lee's Pig Skins, Southern Recipe and National Pork Rind Appreciation Day

Southern Recipe is the tastiest snack in the South, and is produced by Rudolph Foods Company, Inc., one of the world's largest manufacturers of pork rinds. Rudolph Foods is calling upon Congress to officially recognize National Pork Rind Appreciation Day on the same day as The Big Game 2012 because, much like football, pork rinds are a staple of the American culture. Individuals are asked to vote often at VotePorkRinds.com, as Rudolph Foods is donating \$0.10 per vote to Wounded Warriors Family Support.

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