



Allow Us to Introduce Ourselves

Meet Ron Hargett and Janie Honeycutt, the proud owners of House of Jerky.

About 15 years ago in sunny California, Ron had an idea. Everybody has them, but this idea was special. This idea changed the way people look at what was once a "common" snack food: jerky.

Ron decided to offer people a healthy and natural jerky product, without all the extra additives and preservatives. At first, he offered three basic flavors: natural, teriyaki and hot. Ron's success in roadside sales soon proved that he had indeed found a great product.

In 1997, Ron and Janie met and decided to open their very first jerky retail store in Temecula, CA. Their business, a 100-square-foot storefront at the time, quickly expanded to include locations in seven different states and an extensive online store. Their partnership also developed into a happy marriage.

Founded online in 2000, House of Jerky specializes in delicious, all-natural jerky. House of Jerky provides customers across the country with a variety of jerky products, including beef, buffalo, venison, ostrich and turkey jerky - not your average snacks.

House of Jerky products are made from Grade A, USDA inspected meats, with no preservatives or additives.

We take great pride in providing what we think is the "best jerky in any house."

Customer service is a priority at House of Jerky, where all orders are packed and shipped promptly, free of charge.

In addition, House of Jerky is committed to supporting American troops through numerous donation campaigns and discounts for soldiers.

What originally started as a roadside business has blossomed into much more for House of Jerky.

After all, jerky is not a snack. It's a way of life.

For more information, contact:

Janie Honeycutt
Director of Sales and Marketing
HouseofJerky.com
1-888-425-3759
info@houseofjerky.net

Store Locations

House of Jerky
402 English Village Dr.
London Bridge Resort
Lake Havasu City, AZ 86403
(520) 854-1060

House of Jerky
28657 Front Street A
Temecula, CA 92590
(951) 308-9232

House of Jerky
633 Pine Knot Ave.
Big Bear Lake, CA 92315
(909) 866-4400

House of Jerky
54200 N. Circle Dr. B
Idyllwild, CA 92549
(909) 659-4504

Norm's House of Jerky
32879 Hwy. 18
Arrowhead, CA 92382
(909) 867-4926

Patty's House of Jerky
32692 Ortega Hwy.
El Cariso Village, CA 92530
(909) 609-3106

Diamond Horse Tack Shop
5088 Katella Ave.
Los Alamitos, CA 90720
(562) 799-6225



Where You've Seen Us

House of Jerky is proud to have been featured in **People** magazine (Father's Day Gift Guide, 2006), **Real Simple** magazine (December 2007) and on Food411.com.

Supporting Our Troops

House of Jerky supports American troops through a partnership with Soldiers' Angels, a non-profit organization that supports American military personnel deployed world-wide.

Through our partnership with Soldiers' Angels, we send jerky donations to troops overseas.

We collect the names and addresses of the service men and women in all branches of the U.S. military and maintain correspondence with them.

It's so little to do for those who give so much on behalf of Americans. House of Jerky will continue to collect donations and support American troops until they all return home.



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Store Locations

St. Augustine House of Jerky
106 St. George Street Unit P
St. Augustine, FL 32084
(904) 826-0438

House of Jerky
59 E. Main St. #F
Nashville, IN 47448
(812) 624-0186

House of Jerky
218 Michigan Ave.
Grayling, MI 49738
(989) 344-7673

House of Jerky
631 Parkway
Baskin's Square Mall
Gatlinburg, TN 37738
(865) 436-3013

Corporate Offices

California Office
(888) 4AJERKY (425-3759)

Indiana Office
(812) 624-0186

Newest Location

House of Jerky
3848 N. First Ave.
Evansville, IN 47710
(812) 421-3759



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House of Jerky Products

Beef Jerky

Available in the following flavors:

- Natural
- Black Pepper
- Hot
- Teriyaki
- Sweet & Spicy

Turkey Jerky

Available in the following flavors:

- Black Pepper
- Teriyaki

Buffalo & Venison Jerky

Available in the following flavors:

- Black Pepper

Ostrich Jerky

Available in the following flavors:

- Western

Salmon Jerky

Available in the following flavors:

- Pepper Smoked

Jerky of the Month Subscriptions

Receive jerky every month:

- 10 Flavor Variety Pack
- 6 Months - A different flavor of Beef Jerky every month (1/2 lb. or 1 lb. subscriptions available)
- 6 Months - Beef Jerky
- 6 Months - Turkey Jerky
- 6 Months - Game Jerky



Our House of Jerky Turkey Jerky is irresistible!

Additional gift baskets and variety packs are available on HouseofJerky.com



FOR IMMEDIATE RELEASE

House of Jerky Supports Troops in Iraq

Evansville, Indiana-Based Business Raises Funds with Soldiers' Angels

Evansville, Ind., Mar. 29, 2008 — American troops in Iraq can expect good things from Evansville, Indiana this year. The newest House of Jerky location in the Evansville Marketplace is proud to announce its campaign to send jerky donations to support U.S. soldiers deployed to Iraq.

For 2008, House of Jerky has pledged to match all customer donations made in the store. As soon as there are enough donations to ship overseas, the jerky will be packaged and sent to the Redhawks, the men and women from the Indiana National Guard's 163rd Field Artillery serving in Iraq.

According to Ronald Hargett, owner of House of Jerky, the campaign with Soldiers' Angels, a non-profit organization that supports American military personnel deployed world-wide, promises to be very exciting.

"With the community's support, the House of Jerky can continue to make a difference in the lives of service members and their families," Hargett said.

"It is a great idea to send jerky to a soldier, not only because of the nutritional quality, benefits and convenience, but also because we hear from many soldiers that jerky is what they like to receive most."

In one such letter to House of Jerky, American soldier Christopher McLamb wrote, "I would just like to thank you for the Soldiers' Angels gift package you sent to our small unit in Kuwait. Thank you, thank you, thank you for your warm-hearted gift and your support."

For as little as \$4.99 for a 2-oz. package of jerky, customers can show their appreciation and support for the soldiers overseas.

"We thank the Redhawks for the work they perform every day for our military members and their families," said Janie Honeycutt, director of sales and marketing for House-of-Jerky.com. "We hope our efforts will help the troops and their families get through their deployment."

All it takes is a little compassion to brighten a soldier's day, and the people at Evansville's House of Jerky will go above and beyond donations to show the troops they care.

"We will also send the soldiers cards and letters that customers can fill out at our store, and we pay all shipping costs," Hargett said. "It's so little to do for those that are giving



so much on our behalf. We will continue to support them until they all come home."

About House of Jerky

Founded online in 2000, House of Jerky (<http://www.House-of-Jerky.com>) specializes in delicious, all-natural jerky. House of Jerky provides customers across the country with a variety of jerky products, including beef, buffalo, venison, ostrich and turkey jerky. House of Jerky products are always made from

Grade A, USDA inspected meats, with no preservatives or additives. Customer service is a priority at House of Jerky, where all orders are packed and shipped promptly, free of charge.

After all, jerky is not a snack. It's a way of life.

To give the gift of jerky to a local soldier stationed in Iraq, visit the House of Jerky at
3848 North First Ave.
Evansville, IN 47710

Contact:

Janie Honeycutt, House of Jerky, Inc.

1-888-425-3759

info@houseofjerky.net

Web site: <http://www.houseofjerky.com/>

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FOR IMMEDIATE RELEASE

HouseofJerky.com Supports American Troops on Independence Day

Evansville, Ind., May 1, 2008 -- For members of the U.S. military stationed overseas, the 4th of July is a proud celebration of American independence. HouseofJerky.com's Jerky Up! For Our Troops program is a simple yet effective way to show the troops they haven't been forgotten.

With Jerky Up! For Our Troops, HouseofJerky.com has pledged to match all jerky donations from customers and to cover the shipping costs to send American troops a tasty treat in time for the 4th of July.

A small donation of \$10.50 purchases a 1/4-pound package of jerky -- that's enough jerky for 4 soldiers. Donating is easy: simply log on to HouseofJerky.com and purchase as many packages as you wish.

Customers can also send a personalized note with their donations to share their support and say "thank you" to a soldier.

To ensure that the soldiers receive their jerky in time for Independence Day, HouseofJerky.com will prepare the donations for shipment on June 15. All donation orders must be processed before that date.

"We ask that you join us in opening your hearts to the men and women who protect our country and our freedom," said Janie Honeycutt, director of sales and marketing for HouseofJerky.com.

House of Jerky owner Ronald Hargett said, "It's so little to do for those that are giving so much on our behalf. We will continue to support them until they all come home."

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After all, jerky is not a snack. It's a way of life.

To give the gift of jerky in celebration of the 4th of July to a soldier overseas, visit the House of Jerky online and look for Jerky Up! For Our Troops.

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FOR IMMEDIATE RELEASE

Celebrate Father's Day with the Gift of Jerky

Evansville, Ind., May 1, 2008 -- Tired of ties? Show Dad you really care this Father's Day with House of Jerky's delicious jerky snacks.

Father's Day is a celebration that dates back to the early 20th century, and ever since, Father's Day shopping has been a challenge. Dad doesn't have to expect another necktie this year, though. Get him a gift he'll really love: the gift of jerky!

House of Jerky all-natural jerky products are the perfect solution to your Father's Day gift-giving dilemma. After all, isn't food truly the way to a man's heart?

House of Jerky offers beef, buffalo, venison, ostrich, salmon and turkey jerky in a variety of delicious flavors, including teriyaki and sweet & spicy.

House of Jerky offers a number of affordable gift assortments, including a 4-pack of Beef Sticks, which comes with two packages each of original and jalapeño flavors, all for only \$26.99.

Not sure which flavor Dad will like best? Try House of Jerky's All Flavors Junior Variety Pack, now 10% off.

For \$36.99, the 13-ounce variety pack includes:

- Natural Beef Jerky (1 oz.)
- Black Pepper Beef Jerky (1 oz.)
- Teriyaki Beef Jerky (1 oz.)
- Hot Beef Jerky (1 oz.)
- Sweet & Spicy Beef Jerky (1 oz.)
- Black Pepper Turkey Jerky (1 oz.)
- Teriyaki Turkey Jerky (1 oz.)
- Exotic Buffalo Jerky (2 oz.)
- Venison Jerky (2 oz.)
- Ostrich Jerky (2 oz.)

"Our jerky is a great gift to show Dad how special you think he is," said Janie Honeycutt, director of sales and marketing for [HouseofJerky.com](http://www.houseofjerky.com)

Order today and surprise the special man in your life on Father's Day (June 15, 2008).

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Want to know more about jerky?

The History of Jerky

The word "jerky" comes from the South American tribal word *charqui*. Jerky is a food preservation method that originated as early as the 1500s. Spanish explorers found jerky when they were in South America and shared their discovery with the entire world. Today, jerky is a popular and nutritious snack. House of Jerky's products are low in calories, fat and cholesterol but high in protein and great flavor!

How Jerky is Made

Jerky is made by marinating meat in a salt solution, otherwise known as a curing solution, and then drying it. Jerky can be made from any type of meat, and House of Jerky specializes in quality beef, turkey, venison, ostrich and buffalo jerky in a variety of natural flavors. House of Jerky's products contain no preservatives and are made from Grade A, USDA-approved meats and natural ingredients.

Jerky Trivia

- The first written record of "jerky" in the English language was by John Smith in 1612. He called it "jerkin beef."
- Jerky has been the fastest growing segment of the snack food market in North America for the past several years.
- A single 1-ounce serving of jerky contains between 12 and 15 grams of protein.

What People are Saying About House of Jerky

"I have been looking for a jerky this good for a long time. I have tried so many brands of jerky and none of the others compare in taste and texture to the House of Jerky brand. The spices used are just about perfect. Just thinking about the House of Jerky order I just placed is making me salivate. We are very conscious about the ingredients in our food, so we always read the labels carefully. So many brands use a carcinogenic ingredient, sodium nitrate, to preserve their meats. We were so happy to find the HOJ brand is free of sodium nitrate. I love this jerky, and I don't plan on buying any other brand." - Michael L.