



FOR IMMEDIATE RELEASE

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FOR MORE INFORMATION

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Consumers with tighter belts hungrier for convenient, quality at-home meals

*Schwan's Home Service's Eat For Free[™] program rewards
loyal customers, puts value-eating at home a mouse click away*

Marshall, Minn. – Even when their wallets are lighter and their days fuller, breadwinners still need to feed themselves and their families. They want to tighten their belts and eat for free – or close to it – with as little hassle as possible. Convenience, value and quality are their allies – features provided in abundance by Schwan's Home Service.

Schwan's Home Service, America's largest home food delivery company, is rewarding its loyal customers through its *Eat for Free*[™] referral program. Its customers earn points every time their referred friend makes an online purchase of more than \$50. Each reward point is equivalent to \$1 worth of *Schwan's*[®] food when ordered in advance online and redeemable on future orders of \$50 or more. Details at schwans.com.

The program, created by Intellivent Group, comes at a time when families are spending less money eating out and more time dining at home during the economic downturn, according to market research, grocery chains and restaurants. In the past year, Schwan's Home Service continues to grow sales over the last year, offering more than 350 restaurant-quality products that can be ordered online and home-delivered. The company's growth is demonstrated by increased customer counts of more than 200,000 so far this year.

"Consumers want to spend less time making meals and spend more time with their families," said Scott McNair, president of Schwan's Home Service. "They're hungry for meals and time – and we give them both. When they buy home-delivered food, they can custom prepare it to match their taste and lifestyle. Pre-packaged grilled chicken can gain a Southwest flair in one house or be cooked with an Asian sesame recipe somewhere else."

A family of four averages between \$139 and \$273 a week on meals prepared at home, according to the [U.S. Department of Agriculture](http://www.usda.gov). While these represent direct dollar costs for food, there are also opportunity costs. Hours spent shopping for ingredients and preparing meals eat into discretionary time individuals and families may choose to spend in other ways.

"Between all the board meetings, soccer practices and band rehearsals, time is a valuable commodity for busy families," McNair said. "Schwan's Home Service delivers value by saving time in the grocery-store aisle, checkout lane and gridlocked traffic. We save them time. Customers spend it how they like."

Consumers serve as Schwan's Home Service brand ambassadors through the *Eat for Free*™ program, sharing their experiences about restaurant-quality food delivered to their homes.

HOW DOES SCHWAN'S HOME SERVICE DO IT?

With a distribution network that spans the 48 contiguous states, Schwan's Home Service delivers its high-quality meals because of the technology behind the taste – a proprietary flash-freezing technique that smartly locks in flavor and nutrients at minus 20 degrees Fahrenheit.

Accumulating food know-how along with insights of customer expectations from ordering to delivery and all points in between during nearly six decades of home delivery, Schwan's Home Service has amassed a unique national distribution and sales infrastructure no one can build from scratch. Frozen food depots and propane-fueled trucks serve as a platform for quality. But what truly distinguishes Schwan's Home Service are the 6,000 Customer Service Managers (CSMs) who drive the trucks and deliver food from Schwan's Home Service to the customer's door.

Personable drivers – the distinctive CSMs – deliver prepared meals on a regular basis. Schwan's Home Service CSMs are the concierge of the dinner table. Legions of loyal fans turn to their CSM with one of their most important decisions of the day: What to feed their families.

Go to schwans.com to get a taste of the *Schwan's*™ experience. Dine in and chill out!

SCHWAN'S HOME SERVICE, INC., markets and distributes more than 350 fine frozen foods under the *Schwan's*® brand through home-delivery and mail-order services. Featured product lines include the company's signature ice cream, pizza, choice meats, seafood, ethnic specialties, breakfast items and desserts. *Schwan's Home Service*, headquartered in Marshall, Minn., has nearly 500 local sales and distribution centers located across the 48 contiguous United States. For more information, visit www.schwans.com or call 1-888-SCHWANS.

INTELLIVENT GROUP is a full-service marketing and strategic planning firm specializing in consumer brand building for leading food and media companies. Areas of focus include, customer acquisition programs, creative services, advertising and media buying, affiliate marketing and online merchandising. *Intellivent Group* has offices in New York, Utah and California. For more information visit www.intelliventgroup.com.

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