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Richard Rubenstein Public Relations

**REQUEST FOR COVERAGE**

**LLOYD PRICE ICON FOOD BRANDS, INC.**



*\* PHOTO OPPORTUNITY/INTERVIEWS AVAILABLE\**

**ROCK 'N' ROLL ICON LLOYD PRICE  
ANNOUNCES HIS NEW ALLIANCE WITH 7-ELEVEN FRANCHISE  
TO CARRY ALL LLOYD PRICE ICON FOOD BRANDS**

**7-Eleven Franchise Celebrates 5<sup>th</sup> Anniversary by  
Announcing New Alliance at National Press Conference**

Lloyd Price Icon Food Brands, Inc (LPIFB) announces the alliance with a prominent 7-Eleven franchise in the Washington, DC Area while the franchise celebrates its 5<sup>th</sup> Anniversary. The alliance will include the entire line of LPIFB products that are now available to the public at the U Street-7-Eleven location. The 7-Eleven store location in the District of Columbia will become the official LPIFB National Hub Store. Rock 'n' Roll legend / Chairman, CEO, and President of LPIFB, Inc., **Lloyd Price** will host the event along with David and Nayola Allen, franchise owners of Trust One, Inc T/A 7-Eleven.

Dignitaries from the City Council and other V.I.P. will be on hand to help celebrate the alliance.

This alliance is historic as two African-American main stream food companies come together to provide Nutritional Food Products with the Lawdy Miss Clawdy and Lloyd Price Icon Brands. 7-Eleven has 30,000 stores worldwide and only three African-American Franchise Owners. The District of Columbia store, owned by husband and wife, David and Nayola Allen, is one of their most successful franchises with an astonishing 36,000 – 40,000 people per month entering this location based in a 60% black / 40% white upscale DC neighborhood.

This is a landmark event for the African American community. For many years, African-American consumers have had to settle for food brands that used their faces for marketing, but not ownership, like Aunt Jemima and Uncle Ben, until now. The debut of Lawdy Miss Clawdy and Lloyd Price Icon Brands on the food shelves in mainstream America at 7-Elven Stores is historic and paves the way for the development of more African-American suppliers at many retail stores all across America. The Lloyd Price Icon Energy-2-Eat Bars are currently available nationwide at many of the 7-Eleven Stores.

"We are very appreciative and proud of our friends and alliance partners David and Nayola for joining us in this historic occasion. We must give a large degree of thanks to National 7-Eleven Buyer, Doug Shockley, who gave Lloyd Price Icon Food Brands, Inc. its first opportunity at 7-Eleven with a national buy of the Lloyd Price Icon Energy-2-Eat Bars." said Chairman, CEO and President of Icon Foods, Lloyd Price. "Mr. Shockley and Corporate 7-Eleven in Dallas, Texas have showed us their vision, courage, and insight to work with us in order to provide consumers with positive products that identify with the consumers in communities where the 7-Elven stores are located."

The press conference will also celebrate the 5<sup>th</sup> Anniversary of DC's 7-Eleven franchise. To mark the occasion, Mr. Lloyd Price will be on hand for the ceremony offering up personalized autographs. Lloyd Price has firmly established himself as a pioneer of Rock 'n' Roll music. He was inducted into the Rock 'n' Roll Hall of Fame in 1998 for his 16 major hits, including "Stagger Lee," "Personality," "Just Because," "Where Were U on our Wedding Day," and of course, "Lawdy Miss Clawdy."

**DATE: TUESDAY, AUGUST 21, 2007**

**TIME: \*\*11 AM**

**WHAT: Press Conference, Special Award Presentation, Interview Opportunities,  
Food & Beverage Served, Photo Opportunities with Lloyd Price**

**WHERE: 7-Eleven Store / 1115 U Street, NW / Washington, DC**

**CONTACT: \*\*\*ALL PRESS MUST RSVP TO THIS EVENT, EMAIL REQUESTS TO  
[JSHIELDS@RUBENSTEINPR.COM](mailto:JSHIELDS@RUBENSTEINPR.COM)\*\*\***

**WEBSITE: [www.lawdymissclawdy.com](http://www.lawdymissclawdy.com)**