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**Rock 'n' Roll Icon Lloyd Price
Brings 'Personality' Back to Ohio with
Lloyd Price Icon Energy-2-Eat Bars**

UDF s in Three Ohio Cities to Carry Music Legend's New Product

August 3, 2007 -- New York, NY – Lloyd Price Icon Food Brands, Inc. has today announced a new snack product called **Lloyd Price Icon Energy-2-Eat Bars** that will be available this summer at 175 UDF (United Dairy Farmer) stores in Cincinnati, Dayton, and Columbus, Ohio. Rock 'n' Roll legend / Chairman, CEO, and President of Icon Food Brands, Lloyd Price has created these delicious and nutritious bars that are packed with protein, fiber and important vitamins and minerals. The product comes in two flavors: Sweet Strawberry and Tropical Banana Raisin.



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 this product on the food shelves in mainstream America at UDF 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 also available nationwide at the 7-Eleven Stores.

"We are very appreciative and proud of our friends Bill Miller and Frank Cogliano at UDF Stores, Inc.," said Chairman, CEO and President of Icon Foods, Lloyd Price. "They 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 UDF stores are located."

Many other major retail partners are currently carrying other Lloyd Price Icon Food Brands products including 7-Eleven stores nationwide and Wal-Mart SUPERCENTERS in the South.

Lloyd Price Icon Food Brands, Inc. currently has twelve different sweet potato based products produced by the company, including Lawdy Miss Clawdy Sweet Potato Cookies, Lawdy Miss Clawdy Sweet Potato Cheesecake, Lawdy Miss Clawdy Sweet Potato Hoe Cake Flat Bread, Lawdy Miss Clawdy Sweet Potato Pancakes, and Lawdy Miss Clawdy Sweet Potato Nut Bread, just to name a few. The company also produces a number of other food products including gourmet chocolates and cereal.

Visit www.lawdymissclawdy.com for a listing of the UDF locations in Ohio that are carrying the Lloyd Price Icon Energy-2-Eat Bars.



About Lloyd Price Icon Food Brands, Inc.

Lloyd Price Icon Food Brands, Inc. markets, produces, and distributes its own brands with the support of over 169 legendary music icons including Elvis Presley, Paul McCartney, Joe Cocker, Roy Orbison, Fats Domino, Lil' Richard, Mickey Gilley, Travis Tritt, Jimi Hendrix, James Brown, and many others.

The brand also places an emphasis on taking note of trailblazing pioneering icons such as Louis Armstrong, Dorothy Dandridge, Lloyd Price, and Sugar Ray Robinson whom all grace the Lawdy Miss Clawdy 'Make Momma Proud' Cereal Boxes.

About Lloyd Price

Born in Kenner, Louisiana, American music icon 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." Lloyd Price also co-produced the famed "Rumble in the Jungle" (Ali vs Foreman) over 33 years ago, with his best friend, boxing promoter Don King. Price also is credited with producing and discovering Wilson Pickett, Irma Franklin, and many, many more.

Price was inducted into the Rock n Roll Hall of Fame on January 12, 1998 and inducted into the National Black Sports & Entertainment Hall of Fame in 2001, and has written, produced and performed some of the music industry's most memorable records. Lloyd Price is a United States Korean War Veteran and a recipient of an Honorary Doctorate from Southern University. More on icon Lloyd Price visit:

www.lawdymissclawdy.com