



FOR MORE INFORMATION CONTACT:

Gary Mickelson, Tyson Foods, Inc., 479-290-6111, gary.mickelson@tyson.com
Michael Clark, Mitchell Communications Group, 479-443-4673, michael@mitchcommgroup.com
Cindy Hestand, Lift Up America, 858-485-1493, cindy.hestand@liftupamerica.org
Chris Carter, San Diego Food Bank, 619-857-2314, ccarter@sandiegofoodbank.org
Kimberley Layton, San Diego Chargers, 858-874-4500, laytonk@chargers.nfl.com

Lift Up America, the San Diego Chargers and Tyson Foods, Inc. Rally to Bring Food to Hungry in San Diego

San Diego Food Bank receives 15 tons of protein just in time for the holidays

SAN DIEGO, Dec. 16, 2008 – Lift Up America and the San Diego Chargers are teaming up with Tyson Foods, Inc. (NYSE:TSN) to help bring the gift of food to the area's less fortunate on Tuesday, Dec. 16. Current and former Chargers players will be on hand to help unload the food during the donation announcement. The San Diego Food Bank will distribute the food to 100 families and 30 of its non-profit community partners including churches, soup kitchens, shelters and food pantries from areas throughout San Diego County. The donation event will be held at the San Diego Food Bank warehouse at 10:30 a.m. beginning with a news conference, followed by the food distribution.

The donation is part of a partnership between Lift Up America, Tyson Foods, Inc., and other professional and college sports programs to donate 33 truckloads of Tyson chicken to help restock the shelves at food banks across the nation. San Diego will be one of 24 cities to receive Tyson Foods protein. The goodwill delivery tour to fight hunger kicked off on Dec. 1 in Chicago and the 1 million pound donation to affiliate food banks across the United States will be delivered during the next two weeks.

"The demand for emergency food is higher than it has ever been in our history. We are serving more people many whom can no longer make ends meet in today's economy." said J. Scofield Hage, CEO of the San Diego Food Bank. "Protein is vital to a healthy meal and this donation is important because it comes when our pantries are struggling to keep up with the demand."

Lift Up America's vision is to provide important necessities to families and instill hope in the hearts of America's less-fortunate. Each year Lift Up America partners with corporate supporters and professional and collegiate sports organizations deliver donations to local communities.

"Lift Up America is proud of the partnership and team spirit between these great organizations," said Dave Hannah, CEO of Lift Up America. "It is important, especially this time of year, that every company, and individual, identifies ways that they can give back."

This year is the fifth in which Tyson has partnered with Lift Up America and its network of professional and college sports teams to distribute food and create awareness of the issue of hunger.

“We’ve continued in the fight against hunger in this country for nearly a decade now and we’re hearing the call from across the nation,” says Dick Bond, president and CEO of Tyson Foods. “At Tyson our goal is to support families through food donations and to encourage other companies and individuals to identify ways they can share resources and make an impact in the fight against hunger. We are honored to join forces with Lift Up America to bring awareness to the issue of hunger in America.”

More than 480,000 people, including 181,000 children under age 12, face hunger in San Diego County. Food insecurity in San Diego is rising rapidly with the downturn in the economy and employment. The San Diego Food Bank is experiencing significant increases in requests for food assistance, especially during the holiday season. The San Diego Food Bank currently has a dangerously low supply of donated food. In the first quarter of the year the SDFB distributed 8% more food than it received. This jumped to 21% in the second quarter, and the Food Bank currently has a seven week supply remaining. Click here for more information on [rising food insecurity](#).

Tyson Foods is the world’s largest processor and marketer of chicken, beef and pork. As part of their ongoing commitment to hunger relief, Tyson Foods has donated more than 54 million pounds of protein to local food banks in the past year. Click here for more information on [Tyson Hunger Relief](#).

Editors Notes:

San Diego Food Bank:

Established in 1977, the San Diego Food Bank is a critical component to the welfare of San Diego County, providing food to people in need, advocating for the hungry and educating the public about hunger-related issues. Through a combination of government programs and partnerships with more than 300 San Diego County non-profit charities, SDFB acts as a central repository and distribution point for government and donated food. Funded by foundations, grants, the USDA, corporations, sponsors and individual donors, SDFB distributes more than 10 million pounds of food annually to individuals, families and a network of non-profit organizations that work to alleviate hunger throughout the county. For more information, please visit www.sandiegofoodbank.org

Tyson Foods, Inc. [NYSE: TSN], founded in 1935 with headquarters in Springdale, Arkansas, is the world’s largest processor and marketer of chicken, beef, and pork, the second-largest food production company in the Fortune 500 and a member of the S&P 500. The company produces a wide variety of protein-based and prepared food products and is the recognized market leader in the retail and foodservice markets it serves. Tyson provides products and service to customers throughout the United States and more than 80 countries. The company has approximately 107,000 Team Members employed at more than 300 facilities and offices in the United States and around the world. Through its Core Values, Code of Conduct and Team Member Bill of Rights, Tyson strives to operate with integrity and trust and is committed to creating value for its shareholders, customers and Team Members. The company also strives to be faith-friendly, provide a safe work environment and serve as stewards of the animals, land and environment entrusted to it. Visit www.tyson.com for more details.

Lift Up America, founded in 2004, is a collaborative effort of national partners that includes caring companies such as Tyson Foods, Give the Gift of Sight (a Luxottica Group Foundation), Starkey Hearing Foundation, Ty Inc., Cinemark Holdings, Inc., Interstate Batteries and 37 pro and college sports teams and local non-profit agencies to provide the gift of food, sight, hearing, hope and comfort to our nation's less fortunate. In 2006, Lift Up America added such major corporations as Starkey Hearing Foundation, Interstate Batteries and Cinemark Theaters in addition to over 30 other national corporations and business to implement the "Giving Hope Tour," adding the gift of entertainment to those it serves. Lift Up America, through its sponsors, provided more than \$25 million in hearing aids, helped approximately 26,000 people in need of prescription eyeglasses, and delivered 10 million meals, over \$40 million in scholarships and over \$80 million in gifts-in-kind to the less fortunate across America. For more information about Lift Up America, please visit www.LiftUpAmerica.org

#