



Freed and Holmes Smokehouse cook for the Big Game

SUGAR LAND, TX, (January 31, 2008) — The Super Bowl is one of the most highly viewed television broadcasts every year and Holmes Smokehouse is proud to announce that it will run (4) ten-second commercials, book ending the Super Bowl XLII telecast on Sunday, February 3rd. These commercials will mark the company's first year advertising in this market during the big game, and come after running 30-second spots during the NCAA Bowl Championship Series in January.

Just one of these branding commercials is expected to reach an estimated 750,000 viewers in the Houston TV market. These numbers translate into big money for area retailers including grocery stores, who currently carry the Holmes Smokehouse products, as we aggressively drive up brand awareness.

Holmes' agency, Freed Advertising, created the ads that will run on FOX 26 during the following times: 9AM to 11AM, 4:57PM break, and 8:30PM to 9PM.

Freed Advertising, L.P.

Freed Advertising is a Sugar Land, Texas-based advertising agency with clients in the real estate, automotive, home products, banking, entertainment and other retail and business-to-business industries. The agency, one of Houston's top ten, has won numerous awards in its 24-year history including national recognition for a 2005 Super Bowl spot for client, Silestone. For more information, visit the Freed Advertising website at www.freedadvertising.com.