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MEDIA CONTACTS:

Andrea Wasilew Larson
541-639-5002, andrea@every-idea.com

Dan Letchinger
503-335-8077x320, dan@daveskillerbread.com

DAVE'S KILLER BREAD SIN DAWG DOUBLE PACKS ARRIVE AT COSTCO

A healthy and unique blend of cinnamon, molasses, whole grains, and seeds wrapped into a baguette-shaped roll

Portland, Ore., December 15, 2011 – [Dave's Killer Bread](#) ("DKB") today proudly announced the official launch of the Sin Dawg double pack, containing two 100% whole grain, seeded cinnamon rolls at Costco warehouses in Oregon, Washington, Idaho, and Utah. The Sin Dawg is the only 100% whole grain cinnamon roll on the market made with organic ingredients.

"The Sin Dawg has been a part of our Costco Road Shows since almost the beginning, but our goal has always been to offer this product to Costco members on a regular basis," said Dave Dahl, President, Dave's Killer Bread. "We recently created the custom double pack for Costco members looking for a family-sized portion at an affordable price, and we are excited that it will now be a featured item on store shelves." For more information on the Sin Dawg, visit www.daveskillerbread.com/killer-bread/sin-dawg.html.

About Dave's Killer Bread

Dave's Killer Bread bakes and distributes whole grain bread products throughout the Northwest United States at leading grocery stores and local markets. The company's vision is "to make the world a better place one loaf of bread at a time." Founded by Dave Dahl, older brother Glenn and nephew Shobi, the mission of Dave's Killer Bread is to "bake the highest quality whole grain and organic bread without compromise," as well

as "contribute positively to the community and creating a respectful and enjoyable place for our employees to work." In 2011, the company was ranked by **Inc. 5000** as one of the "Fastest Growing Companies in the U.S."; was given the "Ethics in Business Award" by The *Portland Rotary Club*, *Portland Business Journal*, and *Willamette University*; and the "2011 Local Hero Award" by **Edible Portland** in the Food Artisan category in Portland, OR. Dave's motto says it all, "just say no to bread on drugs," which means organic ingredients with no preservatives. Visit www.daveskillerbread.com for more information.

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