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September 1, 2005 - **FOR IMMEDIATE RELEASE**

Snappy Sauce Company Launches Online Presence Today

Snappy Sauce Company, the Rockford, IL area steak sauce company, is proud to announce the launch of www.snappysauce.com. The new website aims to offer a fun and friendly way of communicating with customers, food service, grocery, and restaurant suppliers, and other associates in the Snappy Sauce family. SnappySauce.com offers its visitors product and ordering details, information on the founding and mission of Snappy Sauce Company, and an online feedback form to make it easier to get a taste of our delicious steak sauce.

Snappy Sauce Co. President, Paul Youngblood, says, "With SnappySauce.com, we want to connect with others in a positive and helpful way. And we want to mix in some fun, too. We're absolutely excited that SnappySauce.com will help more people find and try [our anchor product] Snappy Sauce for the first time. Why? Because we're sure that one taste of our steak sauce and you're absolutely converted!"

Snappy Sauce steak sauce is a dipping, grilling, and brushing sauce and marinade for your beef, chicken, pork, fish, seafood, and/or vegetable dishes. Snappy Sauce's seasonings offer up a zesty flavor for steaks, hamburgers, bbq chicken or pork. On white fish, Snappy Sauce positively sparkles. And it's even a tasty dip for french fries and shrimp or calamari.

Walt Scott, Snappy Sauce Co.'s Vice President says, "Our new website gives us the opportunity to share our exciting vision for the Snappy Sauce line. It's going to be much easier now to involve others in our future plans; and because of this, not only will all of our business relationships improve, so will our product. That's a win-win no matter which way you look at it."

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About SnappySauce.com

SnappySauce.com, designed by www.imprintink.com, is the new online home for original Snappy Sauce steak sauce.

For more information

Contact Snappy Sauce online at <http://www.snappysauce.com/contact.php>

Learn more about original Snappy Sauce steak sauce: <http://www.snappysauce.com/product.html>

Read our latest news: <http://www.snappysauce.com/news.php>

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