



IMMEDIATE

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APPLE BAKING SPONSORING “UGLY” EATING CONTEST
Professional Eater to Attend, Issues Challenge

SALISBURY, NC – The Apple Baking Company, makers of the Apple Ugly pastry, will host an Apple Ugly eating contest at the Faith Fourth of July Celebration in Faith, NC. Preliminaries will be held at 8:30 p.m. on June 30, 2008, and the top 10 finalists will compete on Friday, July 4, 2008, at 8:30 p.m. on the main stage.

Dale “Mouth of The South” Boone, a competitive eater from Atlanta, GA, will participate and he has issued a challenge to would-be Ugly Eaters of the Carolinas: “I’ve gone up against and beat some of the best competitive eaters in the world,” said Boone. “I doubt that there is anyone in the Carolinas who can even come close to the number I’ll put up.”

Apple Baking president Matt DeBoer says that this event has quickly taken on a life of its own. “Our fax machine is churning out registration forms,” said DeBoer. “And our phone has been ringing off the hook ever since the word got out about Dale Boone’s participation.”

Boone found out about the contest from a Google Alert and he plans to participate in both the preliminaries and the finals in Faith, NC. He is a member of the World League Of Competitive Eating (WLOCE) and the holder of 21 World Records, which include:

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- 278 Russian pelemenis in 6 minutes
- Chilli dogs 24 fully loaded in 10 minutes
- Reindeer sausages 28 1/2 in 10 minutes
- Baked beans 5 lbs 4 oz in 1 minutes, 22 seconds

Boone has also appeared on The Tonight Show with Jay Leno, CNN, ESPN, and The Discovery Channel documentary, GutBusters. Dale tours USA contests in the summer and Asia events in the winter.

Registration forms for the contest are available online at www.applebaking.com, at convenience stores around Rowan County, NC and at Apple Baking corporate headquarters, 380 Apple Road Salisbury, NC 28147

Uglies are available in apple, blueberry, raspberry, chocolate chip, and honey-raisin flavors. A variety of full cakes and cake slices are also ready to order, including pound, lemon crème, vanilla crème, strawberry crème, orange crush, pineapple crush, walnut, and chocolate crème cakes.

The Apple Baking website was designed and constructed by Miller-Davis, Inc., a full-service advertising agency and public relations firm based in downtown Salisbury, NC. Miller-Davis is the number one web-design company and the eleventh largest ad agency in the Charlotte area. This fast-growing company provides services that include public relations, web design, video production, and marketing program development.

Apple Baking Company was founded nearly 25 years ago in Kannapolis, NC, and has offices and a production facility near Salisbury, NC. In addition to producing five flavors of “uglies”, Apple Baking manufactures a variety of pastry products for distribution to retail stores, including whole and half cakes, as well as cake slices.

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