

EXHIBIT

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Tasting is Believing
 Lobel's of New York is the best source for the finest and freshest USDA prime dry-aged steaks, roasts, specialty meats, and gourmet products that money can buy.



Our online Butcher Shop has recipes, guides, tips, and techniques. We invite you to learn more about our family and business.

- USDA Prime Beef
- Natural Prime Beef
- American Wagyu Beef
- All Natural Lamb
- All Natural Veal
- Kurobuta Pork
- Heritage Meats
- Fresh Poultry
- Sausage Shop
- Lobel's Hot Dogs
- Versatile Packages
- Specialty Foods
- Lobel's Pantry
- Lobel's At Home
- Lobel's Gift Shop
- Gift Certificates & Redemptions
- Lobel's Merchandise
- Request A Catalog

ONLINE EXCLUSIVE



Pre-order your fresh **Free-Range Organic Thanksgiving Turkey** by noon (ET) on Oct. 31 and receive complimentary sausage for stuffing and cranberry sauce

[CLICK HERE](#)

SEARCH FOR A PRODUCT:

LOBEL'S BUTCHER SHOP

- USDA PRIME BEEF
- NATURAL PRIME BEEF
- AMERICAN WAGYU BEEF
- ALL-NATURAL LAMB
- ALL-NATURAL VEAL
- KUROBUTA PORK
- HERITAGE MEATS
- FRESH POULTRY
- LOBEL'S HOT DOGS
- SAUSAGE SHOP
- VERSATILE PACKAGES
- SPECIALTY FOODS
- LOBEL'S AT HOME
- LOBEL'S PANTRY
- LOBEL'S GIFT SHOP
- GIFT CERTIFICATES & REDEMPTIONS
- LOBEL'S MERCHANDISE
- REQUEST A CATALOG



LOBEL'S CULINARY CLUB

Get recipe and menu ideas by email. Plus, be the first to know about new products and special promotions.
[CLICK HERE TO JOIN](#)

RECIPES [CLICK HERE](#)
Techniques

- | BEEF RECIPES | WAGYU RECIPES | LAMB RECIPES |
- | PORK RECIPES | THANKSGIVING RECIPES |



LOBEL'S GUIDE TO MEAT
 Our guide to understanding and selecting the best cuts of meat.

LOBEL'S - PARKER wine cellar

Robert Parker's recommendations for pairing wines with Lobel family recipes.



You'll find specials, new products, exclusive offers, and more on Lobel's Blackboard, such as our new heat-and-serve Lobel's At Home entrées

LOBEL'S Gift Shop

Gift Boxes | Steak Gifts | Gift Certificates | Meat Gifts | Browse Gifts by Occasion

LOBEL'S SAUSAGE SHOP

Artisanal sausages made fresh from the best ingredients.

LOBEL'S MERCHANDISE

Lobel's signature merchandise and tools for your kitchen.

- Butcher Shop**
 - USDA Prime Beef
 - Natural Prime Beef
 - American Wagyu
 - Heritage Beef
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 - Heritage Pork
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- ONLINE SUPPORT CENTER**
CHAT-PHONE-EMAIL



Pre-Order Your Thanksgiving Turkey Now

Lobel's organic, free-range whole [Thanksgiving Turkeys](#) set a new standard for a meaty, succulent bird that roasts to juicy perfection for the centerpiece of your Thanksgiving dinner.

Our turkeys grow to size in an all-natural environment free of hormones and subtherapeutic antibiotics on a diet of certified organic grains. The result is a fresh, wholesome turkey of [Thanksgiving Turkey](#) flavor and tenderness.

Online Exclusive Offer: Order by October 31
Buy any fresh [Organic Free-Range Thanksgiving Turkey](#) by noon (ET) on Oct. 31 and receive complimentary sausage for stuffing and Traclements Cranberry Sauce with Port.



- Lobel's Apricot-Cranberry Sausage is a pork sausage, mildly spiced with a flavor punctuated by bits of sweet dried apricots and tart dried cranberries. It comes in a bulk pouch so you can try it as a flavorful departure in traditional sausage stuffing. Our two smaller sizes of turkeys come with 1 pound of sausage, while our two larger sizes of turkeys come with 2 pounds of sausage.
- Whole cranberries and a liberal dose of port make Traclements Cranberry Sauce with Port a grown-up alternative to accompany roast turkey.

[Reserve your Thanksgiving Turkey now >>](#)



LEON LOBEL
Meet Leon Lobel -- the shop's grilling expert and butcher extraordinaire. Many a Lobel's customer has built a culinary reputation on Leon's advice for preparing the perfect feast.



Welcome to our shop!

We're ready to serve you with these tantalizing selections.

Choose your favorite steak, or a fine roast, hand cut to your specifications:

- [USDA Prime Beef](#)
- [Natural Prime Beef](#)
- [American Wagyu Beef](#)
- [Kurobuta Pork](#)
- [All-Natural Lamb](#)
- [All-Natural Veal](#)
- [All-Natural Poultry](#)
- [Heritage Beef and Pork](#)

We also offer:

- [Versatile Packages](#)
- [Artisanal Sausages and Hot Dogs](#)
- [Specialty foods](#)
- [Pantry items](#)
- [Merchandise and Cookbooks](#)
- [Gift Certificates](#)
- [Gift Boxes](#)

As you shop with us online, select a product category from the buttons at left. Then select the specific items that interest you for detailed product information.

Looking for recommendations, recipes, or tips and techniques? Join our [Culinary Club](#) and you'll receive periodic emails, including announcements of seasonal products and promotions, new recipes, and meat education guides that will help you select the perfect cut.

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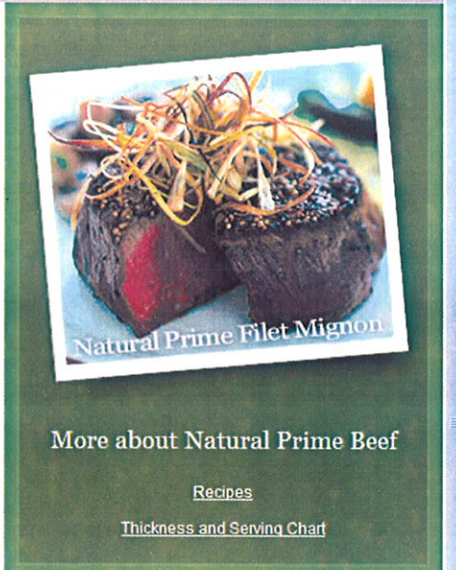
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LOBEL'S NATURAL PRIME BEEF

Natural Prime Beef: Steaks and Roasts

Lobel's Natural Prime beef comprises premium rib and loin cuts from livestock raised in open pastures on a 100% vegetarian diet that is free of subtherapeutic antibiotics and growth hormones. Certified prime by the USDA, our Natural Prime steaks and roasts are abundantly marbled, deliciously flavorful, and aged for up to six weeks to ensure maximum flavor and tenderness.

The cattle are raised by a cooperative of 50 farms with a total of 30,000 acres of farmland throughout the Northeast. To participate in this program, each farm pledges to follow humane livestock management practices that include providing cattle with room to roam and forage in a stress-free, safe environment; free access to clean, fresh water; and supplemental feed that is a mix of all-natural grains and grasses.



More about Natural Prime Beef

[Recipes](#)

[Thickness and Serving Chart](#)

Steaks

- | | |
|---|---|
| 
Natural Prime Dry-Aged Bone-In Rib Steak | 
Natural Prime Dry-Aged Boneless Rib Steak |
| 
Natural Prime Dry-Aged Bone-In Strip Steak | 
Natural Prime Dry-Aged Boneless Strip Steak |
| 
Natural Prime Filet Mignon | 
Natural Prime Dry-Aged Boneless Center-Cut Sirloin |
| 
Natural Prime Dry-Aged Porterhouse Steak | 
Natural Prime Dry-Aged T-Bone Steak |

Roasts

- | | |
|---|---|
| 
Natural Prime Dry-Aged Rib Roasts: Bone-In, Boneless, and Boned & Tied | 
Natural Prime Whole Tenderloin |
|  | |

- Lobel's**
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Natural Prime Filet Mignon

Filet mignon are steaks cut from the center of a whole tenderloin. Of all the premium steak cuts, filet mignon is both the leanest with a mild beefy flavor and fork-tender texture.

Filet Mignon is best grilled, pan-seared, or pan-roasted. [Click here](#) for Lobel's Guide to Cooking the Perfect Steak.





QUANTITY	PACK	PRICE
<input type="text" value="1"/>	1 (6 oz.) Natural Prime Filet Mignon	\$32.98
<input type="text" value="1"/>	1 (8 oz.) Natural Prime Filet Mignon	\$43.98
<input type="text" value="1"/>	1 (10 oz.) Natural Prime Filet Mignon	\$54.98

ADD TO MY ORDER

Enter the quantity you would like to purchase, then click the "Add To My Order" button. You may adjust quantities on this screen and also while viewing your shopping cart.

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You might also enjoy

- 
[Maldon Sea Salt](#)
- 
[Maldon Organic Black Peppercorns](#)
- 
[USDA Prime Filet Mignon](#)
- 
[CulinArte' Demi Glace de Veau - Elite \(Veal\)](#)

Shopping Cart

Your shopping cart contents appear at right. To change a quantity, highlight the current amount, enter in the desired quantity, and click the "update" button. To remove an item from your order, change the quantity to 0, and click the "Update" button.

When all your selections are set, select the "View Order Summary" button to proceed to the payment options screen.

[Return to Shopping](#)
ONLINE SUPPORT CENTER
CHAT-PHONE-EMAIL



Your Shopping Cart Items

Item	Qty	Unit Price	Item Total
1 (6 oz.) Natural Prime Filet Mignon	<input type="text" value="1"/>	\$32.98	\$32.98
			Subtotal: \$32.98

If you changed any quantities, press the update button.

"I've ordered from you twice and the quality surpasses anything I've had before, including what I can get in a fine restaurant."

- Peter Miller

To add a featured product to your order: Simply indicate a quantity for each item you wish to add to your purchase. Then click . To proceed, select one of the buttons at the bottom of this page.

Featured Items

Item	Qty	Unit Price
1 (7 oz.) jar Tracklements Horseradish and Cream Sauce	<input type="text"/>	\$6.95
1 (1 lb.) Chorizo	<input type="text"/>	\$15.98
1 (5.5 oz.) jar Peg Leg Porker Dry Rub	<input type="text"/>	\$6.98
1 (250 g) jar Tracklements Mint Jelly	<input type="text"/>	\$9.95

Setting Up an Account

Our new and improved site allows you to set up an account so that your name and address information does not have to be entered every time you place an order.

Need help?

Call us at 1-877-783-4512 or email us.

ONLINE SUPPORT CENTER
CHAT-PHONE-EMAIL



Login

Returning Web Customer

email address: *
password:

[I Forgot My Password](#)

Register

New Web Customer

email address: *
 [Yes, I would like to manage my Lobel's of New York account online. \(password required\)](#)

password:
re-type password:

[No, I do not want to manage my account online.](#)

SIGN-IN USING OUR SECURE SERVER

* Indicates a required field

Shopping online at Lobel's of New York is completely safe. We need your email address in order to send confirmation of your order and to set up your customer account. We do not give out our customer information to anyone, ever. However, if you prefer to submit your payment information over the phone, call 1-877-783-4512.