

FOR IMMEDIATE RELEASE

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BIGfrontier Communications Group

Fremont Company Challenges BIGfrontier Communications Group to Make Sauerkraut Sexy

Chicago, IL – September 20, 2004 – BIGfrontier Communications Group, one of the Midwest's most innovative buzz marketing firms, was selected by the Fremont Company to make their venerable Frank's Sauerkraut into a sexy food choice for existing and potential new consumers.

"We chose BIGfrontier for this assignment because they were the only firm we met with that actually presented us with new creative ways of looking at our product. Their approach represents a new direction for our company, and they've made us feel comfortable and confident that the full potential of this brand can be used to open up new markets and expand existing ones," says Chris Smith, VP of Marketing for the Fremont Company.

"Who hasn't heard of Frank's Kraut? It's one of those brands with an incredible name cachet that can be utilized in many new and exciting ways. We're eager to apply some of our grassroots buzz marketing techniques, married with new communications technologies to spread the word on this food product. Besides, we thrive on challenges," Says Steve Lundin, Chief Media Architect, BIGfrontier Communications Group.

BIGfrontier Communications Group will be utilizing a combination of traditional public relations, buzz marketing, grassroots marketing and viral marketing to communicate with new potential consumers and existing customers of Frank's Kraut. The campaign will be conducted both regionally and nationally and targets B2C and B2B audiences.

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About BIGfrontier Communications Group

BIGfrontier Communications Group is one of the Midwest's only true buzz marketing companies. Our award winning method involves a unique combination of traditional and non traditional approaches to disseminating creative and compelling messages to audiences that are important to our clients. Our clientele includes nPhase, VelociTel, Mobium Creative Group, Concourse Communications and the Acquity Group, among others. BIGfrontier also produces the BIG Idea Breakfast events and the Midnight Missive Newsletter. www.bigfrontier.com

About The Fremont Company

The Fremont Company is a 100 year old consumer food product company headquartered in Fremont, OH. The Fremont Company produces nationally distributed consumer and food service products including Franks and Snowfloss Kraut and Mississippi BBQ Sauce. The Fremont Company maintains cross promotional relationships several major restaurant chains and is distributed in various ballparks and stadiums including Yankee Stadium. www.sauerkraut.com