



Investor Relations | Smithfield Foods USA, Global Food Company

Nathan's Famous Breaks GUINNESS WORLD RECORDS™ Title for Longest Line of Hot Dogs

LISLE, Ill., Sept. 06, 2016 (GLOBE NEWSWIRE) -- In celebration of its 100th anniversary, Nathan's Famous broke the GUINNESS WORLD RECORDS title for the Longest line of hot dogs today at Vanderbilt Hall in Grand Central Terminal in Manhattan.

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/06831e3a-b848-4fb0-98aa-60c400d1196d>

Nathan's lined up 1,916 hot dogs, more than 950 ft. in length, to break the previous record of approximately 846 feet set in Tokyo, Japan. The line of hot dogs spelled out "100," a reference to the 100th anniversary of the famed Coney Island hot dog brand, which was founded on the corner of Surf and Stillwell avenues in 1916.

"Nathan's already stands out in the minds of consumers as the world's leading premium hot dog," said Nathan's executive vice president Scott Harvey. "Setting this hot dog world record is the perfect way to kick off the Labor Day grilling weekend on our anniversary year."

Hot dog-eating world champion Joey Chestnut, who ate a record 70 hot dogs in 10 minutes this summer during the annual July 4th eating contest event, participated in setting the new GUINNESS WORLD RECORDS title, placing the last dog to smash the record.

The day's activities also featured a Coney Island experience with games, coupons, and other activities. After the record was broken, Nathan's Famous gave away free hot dogs to audience members and spectators.

Chestnut won back his championship title with a dramatic performance at the 2016 Nathan's Famous International Fourth of July Hot Dog Eating Championship in Coney Island, beating previous champion, Matt Stonie, 70 hot dogs and buns to 53 hot dogs and buns.

Polish immigrant Nathan Handwerker originally borrowed \$300 from Jimmy Durante and Eddie Cantor to open his hot dog stand in Coney Island, and Nathan's flagship restaurant still operates in the same location. However, the global, publicly traded company now sells more than 500 million hot dogs each year at 53,000 locations in the United States and around the world.

Highlights of the Nathan's Famous 100th anniversary celebration included a special 5-Cent Hot Dog promotion over Memorial Day Weekend, the Nathan's Famous International Fourth of July Hot Dog-Eating Contest in Coney Island and today's world record. In addition, the Nathan's Famous launched its *Ticket to Fun* rewards program this summer. Fans can still be part of the online, summer-rewards program featuring games, prizes and exclusive branded merchandise, by visiting NathansTicketToFun.com.

Smithfield Foods is the licensee of Nathan's Famous pre-packaged hot dogs.

To learn more about Nathan's Famous and its products, please visit www.NathansFamous.com.

About Nathan's Famous

Nathan's currently distributes its products in 50 states, the District of Columbia, Puerto Rico, the U.S. Virgin Islands, Guam, and eleven foreign countries through its restaurant system, foodservice sales programs and product licensing activities. Last year, over 550 million Nathan's Famous hot dogs were sold. Nathan's was ranked #22 on the Forbes 2014 list of the Best Small Companies in America and was listed as the Best Small Company in New York State in October 2013. For additional information about Nathan's please visit our website at www.nathansfamous.com.

About Smithfield Foods

Smithfield Foods is a \$14 billion global food company and the world's largest pork processor and hog producer. In the United States, the company is also the leader in numerous packaged meats categories with popular brands including Smithfield®, Eckrich®, Nathan's Famous®, Farmland®, Armour®, John Morrell®, Cook's®, Kretschmar®, Gwaltney®, Curly's®, Margherita®, Carando®, Healthy Ones®, Krakus®, Morlino®, and

Berlinki®. Smithfield Foods is committed to providing good food in a responsible way and maintains robust animal care, community involvement, employee safety, environmental and food safety and quality programs. For more information, visit www.smithfieldfoods.com.

Contact:
Shea Communications
George Shea, Cameron Hayes (212) 627-5766

<https://Investors.smithfieldfoods.com/2016-09-06-Nathans-Famous-Breaks-GUINNESS-WORLD-RECORDS-TM-Title-for-Longest-Line-of-Hot-Dogs>