



For Immediate Release

Natural Prairie creating Keystone Processors Ltd. with MCEC

New company to own and operate new Manitoba beef plant

Winnipeg, December 4, 2008 – Natural Prairie Beef Inc. announced today it was teaming with the Manitoba Cattle Enhancement Council to form Keystone Processors Ltd., a new company to own and operate the former Maple Leaf pork plant at 663 Marion St. in Winnipeg. NPB and MCEC will be the first two shareholders in the new company, which expects to welcome additional shareholders as the plant begins operations.

“This new flexible corporate structure is best for all parties because it envisions multiple companies investing in and utilizing this new beef plant for the benefit of all Manitoba beef producers,” said Corry Berndsen, Vice President of Operations for Keystone Processors Ltd. “We’re building one of the most advanced beef plants in Canada and our business model will help us maximize its earnings in a highly competitive industry.”

The original deal to purchase the plant was announced in July 2008. The new ownership structure is effective immediately. The dollar value of MCEC investment into the venture remains at \$2.4 million.

“The new corporate structure positions the plant to accept investment and cattle for all Manitoba producers, whether they’re raising natural, organic or conventional cattle,” said Kate Butler, Executive Director of MCEC. “MCEC has a plan for one part of that solution (domestic slaughter capacity) and is diligently, cautiously and reasonably taking it step by step. Having additional beef slaughtering and processing capacity available to Manitoba producers is vital for the future of our industry. In an uncertain world, it’s time to start looking at controlling our own solutions here at home.”

Keystone Processors expects to begin processing and marketing Keystone products to Manitoba consumers in early 2009. When it begins operations, the plant will be provincially inspected and licensed as a processing facility, meaning its products can only be marketed within Manitoba for the time being. Meanwhile, Keystone will continue to upgrade and renovate the plant so that it can earn a federal, Canadian Food Inspection Agency license for slaughtering and processing. Once it is federally inspected, products from the plant will be eligible for export outside of Manitoba and Canada. It will also be able to sell to major supermarket chains.

“We expect the plant will be able to earn its federal license by 2010, at which point, we’ll push it into new premium, niche export markets in addition to the Manitoba market,” said Berndsen. “This phased in approach allows us to start accepting Manitoba cattle and begin marketing our products in the short term, while positioning our company for growth in the future.”

Keystone Management Team Announced

Kelly Penner, President and General Manager of Keystone Processors, also announced the company has made two key appointments to its management ranks. Corry Berndsen has joined the company as Vice



President of Operations. Berndsen has more than 30 years of industry experience as the business owner and manager of Fleisher Wholesale Meats before selling the business in 2006. He will be in charge of all operations including the initial plant upgrade, new systems, team development and achieving business efficiencies.

And Frank Sylvester is Keystone's Vice President of Sales and Marketing. Sylvester has more than 40 years of industry experience, including 30 with Burns Meat where he finished his career as Vice President of Export Sales and New Product Development. He subsequently worked for both Maple Leaf Foods and for Ranchers Choice Beef Co-op. Sylvester will oversee Keystone's drive into first the Manitoba market and then into niche export markets in North America, Asia, Europe and the Middle East.

About Keystone

Keystone Processors Ltd. is an innovative beef company owned by a group of Manitoba cattle producers and the Manitoba Cattle Enhancement Council. The company is dedicated to marketing the highest quality beef products and following strict food safety guidelines.

To learn more about Keystone, please visit www.KeystoneProcessors.com.

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