



FOR IMMEDIATE RELEASE

June 29, 2009

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ENTER TO WIN “SMILE WITH DERBY-PIE®” PHOTO CONTEST

*Kern's Kitchen asks public to submit photos of themselves with DERBY-PIE®
in interesting or landmark locations*

Louisville, KY – Kern's Kitchen, Inc., the exclusive baker of DERBY-PIE® chocolate nut pie, today announced its third annual photo contest "Smile with DERBY-PIE®." The company is asking the public to submit photos of themselves with DERBY-PIE® to be showcased in an online web gallery. The most interesting photos submitted will be showcased in a 2010 DERBY-PIE® calendar. Individuals whose photos are chosen for the calendar will also receive a free DERBY-PIE® along with a copy of the calendar.

“We are honored that DERBY-PIE® is recognized as a Kentucky tradition,” says Alan Rupp, President and Owner of Kern's Kitchen, Inc. “The Smile with DERBY-PIE® photo contest allows us to showcase DERBY-PIE® lovers from all over the world including Japan, Moscow, Ecuador, across the United States, and our troops in Afghanistan.”

Entry forms and rules for the photo contest are available at www.derbypie.com/smile. There is no entry fee, and photographs should include a DERBY-PIE®, either in the box or out of the box, and be creative. **The deadline for submitting photographs to smile@derbypie.com is September 30, 2009.**

The judging for calendar photos will take place the first week of October 2009, and the winners will be announced on www.derbypie.com. There will be a 2010 DERBY-PIE® calendar release event in November. Details will be announced closer to the event date.

For more information visit www.derbypie.com/smile.

About Kern's Kitchen, Inc.

DERBY-PIE® was born nearly a half century ago as the specialty pastry of the Melrose Inn, at Prospect, Kentucky. George Kern, manager of the restaurant, developed the DERBY-PIE® recipe with the help of his parents, Walter and Leaudra. Many hours were spent trying to find the unique blend of flavors that make up this classic dessert. And that blend remains a secret to this very day. Once developed, a proper name had to be given. Because each family member had a favorite, the name DERBY-PIE® was actually pulled from a hat. By 1968 DERBY-PIE® had become so successful that the name was registered with the U.S. Patent and Trademark Office and the Commonwealth of Kentucky. Since then it has been exclusively baked by Kern's Kitchen, a small family operation. The Kern grandchildren take the same pride in preparing DERBY-PIE® products today that their grandparents did over a half century ago. Only the highest quality ingredients are used and each pie is carefully filled by hand. Kern's Kitchen, Inc. is located at 408

Production Court in Louisville, KY. You can reach them by calling (502) 499-0285 or by e-mailing alan@derbypie.com. Visit www.derbypie.com for more information about Kern's Kitchen and www.derbypie.com/smile for contest details.

ATTACHED FILES:

1. DERBY-PIE® logo.
2. DERBY-PIE® photo.
3. photo from 2009 DERBY-PIE® calendar.