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DELI-ARTS CLOSES SEVEN FIGURE FUNDING DEAL

Purveyor of Specialty Deli Meats to Expand Product Line and Distribution

[**May 29, 2009, BOSTON, MA**] – **DELI-ARTS** of Westford, MA, manufacturers of artisan deli products, announced today that they have closed an 'A-Round' financing deal with an anonymous consortium of deli-starved ex-New Yorkers. The funding will support product line expansion, scaling of production and distribution, and the development of a branding platform to be announced this summer.

"We're very pleased to have attracted this support from our investors. This funding will permit us to reach more people with the legendary and exciting tastes, textures and aromas of New York's Golden Era of Deli," said **Dan Estridge**, Founder and Curator of Deli-Arts.

Estridge began the business late in 2007 as a New Yorker living away from the Empire State who had become acutely nostalgic for the tastes and flavors of his youth. His understanding that real New York deli specialties are virtually unobtainable outside New York – and increasingly, even in New York – led to his passion to bring those legendary flavors back. Deli-Arts' mission is to preserve those great, endangered, food traditions of the early 20th century and share them with others.

"To date, we've had the privilege of serving customers in the Boston area with our pastrami and corned beef in select foodservice and independent specialty retail locations" says Estridge who proudly points out that Deli-Arts products are enjoyed at fine Fenway Park-area eateries both outside and inside the park. *"Now - with the help of this modest 7 figure raise - we are expanding our line and working to bring these treats to fine restaurants and specialty food markets in a much larger service area."*

The Deli-Arts product line currently includes essential New York deli classics - pastrami, and corned beef. The new branding platform will introduce many additional products to the market place – 6 are currently in development - as well widely expanded distribution.

For more information about Deli-Arts or Dan Estridge please visit www.deli-arts.com.

For more information or to schedule an interview with Dan Estridge, please contact Dalyn A. Miller, at 617-504-6869 (mobile) or via email dalyn@dalynmillerpr.com