

B-Roll & Photo Alert

NFL Wives Compete for Supper Bowl Title; Team NFC Cooks up Win in Fierce Kitchen Battle!

One hour. 12 players. 150 dinners.

High action drama at Dream Dinners in Dallas!

DALLAS, TX – FEB 5, 2010 –While the nation waits for the men to take the field, it was smack talkin', food choppin' drama at the Dallas-Fort Worth Dream Dinners, where wives of AFC and NFC football players – decked out in dazzling versions of their husband's jerseys – battled it out in the first annual Dream Dinners Supper Bowl. The competition aimed to see who could make the most family dinners in one hour. In the final moments, Team NFC pulled ahead to roast the AFC wives 74-73.

The intense game was all in the name of charity, with every meal made benefitting the Ronald McDonald House of Dallas. In all, more than 150 six-serving dinners were made, providing some 900 dinner servings to families of critically ill children. In addition, the wives, who all members of Off the Field, a non-profit organization comprised of past and present NFL players, received a \$15,000 donation from Dream Dinners to support children's charities around the country.

"Talk about heat in the kitchen. These women were frantically assembling meals against the clock and the food was flying," said head ref Jeb Brewer for Dream Dinners, the nation's leading meal assembly chain. "It was high energy, high action and even high emotion – the wives were definitely in it to win it!"

More than a dozen wives took to the Dream Dinners kitchen to scramble, dash and whisk their way to the top by rapidly preparing fix-and-freeze dinners at special meal assembly stations. Completed meals, such as Crispy Garlic Shrimp, French Country Kitchen and Old Fashioned Meatloaf, were rushed to the "Meal Zone" and scored one point each. Penalties were deducted for food-themed fouls including Food Fumbles, Finger Lickin' and Roughing the Cooker!

At www.dreamdinners.com fans can donate to support the Dream Dinners Supper Bowl, with 100% of the funds going to Off the Field, and also view game day action.

So will the results of the Supper Bowl be an indicator of what's to come for Green Bay in the big game? Only thyme will tell.

B-ROLL VIDEO FOOTAGE AND PHOTOS AVAILABLE

High energy b-roll will be available by 5 p.m. CST at http://dreamdinners.com/main.php?static=ho_mediakit. B-roll includes fast-paced event video with wives in decorated jerseys scrambling to create meals, victory dancing by the winning team, refs in striped aprons calling fouls, comments from Off the Field wives and much more action.

ABOUT DREAM DINNERS

Founded in 2002, Dream Dinners, Inc. is the recognized originator of the \$170 million meal assembly industry. Headquartered in Snohomish, Wash., Dream Dinners locations provide guests' monthly menus to select from, then procure and prepare all ingredients in advance, so guests can assemble dozens of meals in about an hour, then take home to freeze. With more than 100 franchises in 30 states, Dream Dinners saves its guests both

valuable time and money, and focuses on bringing families back to the dinner table with healthful, delicious and easy-to-fix meals. www.dreamdinners.com

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