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National Hot Dog & Sausage Council Kicks Off Hot Dog Month With 'Hot Dog City' Web Site *Council Also Unveils Hot Dog Etiquette Video on YouTube*

Washington, DC, July 1, 2008 – As July ushers in National Hot Dog Month, the National Hot Dog & Sausage Council unveiled “Hot Dog City,” a new, culturally focused interactive website at www.hot-dog.org. The council also ‘premiered’ a companion YouTube Channel at www.YouTube.com/hotdogcouncil.

“Hot Dog City” features an interactive cityscape where a click on a mail box offers a listing of hot dog makers who mail order franks and a click on Frank’s Diner features a guide to hot dog recipes and a listing of great hot dog restaurants coast to coast. An interactive dachshund links to the history of the hot dog and the story of how it got its name.

Bunbuster’s Music & Movies is the resource center on movies, music and TV shows that have showcased hot dogs and sausage. Schnitzel’s Sausage Emporium is “sausage central” with a glossary of sausages, a connoisseur’s guide to beer & sausage and cooking tips. Visitors can also test their hot dog knowledge with updated trivia quizzes on everything from pop culture to hot dogs in sports. And all the while, a catchy tune called “Hot Dog City” puts visitors in the mood for a dog on a steamy bun: “Don’t need no escargot, no none of that fancy stuff. Just give me a chili dog and that’ll be enough” the song croons.

Uncertain how to dress your hot dog? Nervous about putting ketchup on your wiener after the age of 18? The web site also links to the Council’s new YouTube channel www.YouTube.com/hotdogcouncil where a new council video on Hot Dog Etiquette is showcased. The channel also features a video that shows how hot dogs are *really* made. And nearly 60 links to other videos show Mickey Mouse’s first words when he transitioned from silent to talking films (can you guess?) and Dirty Harry’s lecture that “Nobody, and I mean nobody, puts ketchup on a hot dog.”

“By watching our 2 ½ minute etiquette video, visitors will be empowered to maximize their hot dog eating experiences – and get a good laugh too,” said Janet Riley, president of the National Hot Dog & Sausage Council. “Our video showing how hot dogs are made does some myth-busting about the hot dog-making process in an interesting and enjoyable way.”

Americans are expected to consume 20 billion hot dogs this year – seven billion between Memorial Day and Labor Day. “Hot dogs are an essential American food – and icon. We’re

happy to honor the venerable wiener with a new web site and a ‘hot’ new channel on YouTube,” Riley said.

Broadcast quality versions of Council videos are available upon request, as are high resolution photographs of hot dogs and sausages.

The National Hot Dog and Sausage Council is a project of the American Meat Institute in Washington, DC. Established in 1994, the Council conducts scientific research to benefit hot dog and sausage manufacturers. The Council also serves as an information resource to consumers and media on questions related to quality, safety, nutrition and preparation of hot dogs and sausages.