



PRESS RELEASE

PEGGY'S PREMIUM FEATURED ON NATIONAL TELEVISION SHOW

Houston, TX – FOR IMMEDIATE RELEASE – JANUARY 21, 2010 – Houston-based food manufacturer of Peggy's Premium Edamame, JYC Foods, will be featured on Lifetime Television's morning show, *The Balancing Act*, on January 22, 2010 at 7:30am EST. Co-founder and Executive Chef Peggy Chung Collier will talk about the health benefits of eating edamame (young soy beans), how to prepare and season edamame, and how to introduce edamame to children as a fun and nutritious snack. Recipes featured on the show along with other edamame recipes will appear on the Peggy's Premium web site (<http://www.peggyspremium.com>).

Prior to co-creating Peggy's Premium Edamame, Peggy wrote articles on kitchen equipment and culinary ingredients for the Brookline, MA based magazine, *Cook's Illustrated*. The content of her articles are the basis of many segments on the PBS television show *America's Test Kitchen* during the show's 2009/2010 season. Peggy received her professional culinary training from the Natural Gourmet Institute for Culinary Arts and Health in New York, NY. She has worked in a professional bakery, aided in recipe testing and development at *America's Test Kitchen*, and developed the edamame recipes on the Peggy's Premium web site.

Peggy's Premium Edamame is part of JYC Foods, Inc., a family-owned, family-run company based in Houston, TX. Since 2002, JYC Foods has imported high-quality frozen foods from Asia to the U.S. and Canada, available at Costco Wholesale Clubs, Sam's Club, Golden Corral restaurant chains, major U.S. grocery chains and the oriental food markets.

Jing-yau (Gene) Chung founded JYC Foods after retiring from over twenty years of running his previous business, *Chung's Gourmet Foods*, another family-run, Houston-based company which made and distributed eggrolls and other Asian foods.

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