



NEWS RELEASE

K C Masterpiece®, the Real Deal of Barbecue Sauce, Partners With Three-Time Grammy Award Winner Keith Urban for Sizzling U.S. "Summer Lovin' 2010 Tour"

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CHRIS LILLY NAMED OFFICIAL TOUR
BBQ PITMASTER, BRINGING THE
CONCERT EXPERIENCE TO
BACKYARDS EVERYWHERE

OAKLAND, Calif., (April 15, 2010) - K C Masterpiece® barbecue sauce is putting American barbecue back on tour as the headline sponsor of the Keith Urban Summer Lovin' 2010 Tour, which promises to sizzle as it stops at state fairs, festivals and major arenas. For the second year in a row, K C Masterpiece® is hitting the road with Urban to celebrate real people, real music and real food across the country.

Like the authentic flavor of K C Masterpiece® barbecue sauce slathered on food hot off the grill, Urban has a unique and authentic connection to his fans. The honesty of his music resonates with fans whether in a club, outdoor festival, arena or stadium. But no matter the location, Urban's concerts are an event. Music lovers come to experience his critically hailed live performances with family and friends, an experience that begins from the moment they enter the parking lot — with thousands tailgating before the performances.

"Music, like barbecuing, has a unique communal quality that brings people together," said Urban. "It's that connection that we strive for every night at our shows, which in actuality can start with a fun tailgate party before

we even hit the stage."

Last year was a banner year for Urban with one of the most successful concert tours of 2009 (The Escape Together World Tour) and multiple award wins including a Grammy, American Music Award, People's Choice Award, Academy of Country Music Award and Country Music Association honors. He also is nominated for two ACM Awards including the much coveted "Entertainer of the Year," for which fans can vote by going to **Facebook.com/KCMasterpiece** now through April 18.

As part of its sponsorship, K C Masterpiece® will host the Keith Urban Backstage Barbecue Experience, which includes concert admission and an exclusive pre-show performance by and photo opportunity with Urban. Starting April 16, fans also will have the chance to win a once-in-a-lifetime experience — a private barbecue and concert with Urban — as well as free song downloads and Monkeyville fan club memberships by visiting **KCMasterpiece.com** through Sept. 6.

The tour sponsorship coincides with a major packaging refresh designed to reflect the barbecue brand's Kansas City roots. K C Masterpiece® barbecue sauce was created in Kansas City — where people love to barbecue — and it's still the number one selling sauce there today. It was there, more than 30 years ago, where Dr. Rich Davis crafted the flavor combination that won him the "Best Sauce" award at the first-ever American Royal (now the world's largest barbecue competition), allowing him to quit his job and focus on his true passion: barbecue. Today, the makers of K C Masterpiece® sauces, marinades and seasonings still deliver the Real Deal — authentic barbecue taste that makes any dish an American Classic.

Share Your Real Deal Stories

It might be hard to describe, but most people know the Real Deal when they see it (or taste it in the case of K C Masterpiece®). It represents something or someone that's authentic, genuine and true -- like a rib joint that's been using the same family recipe for more than 50 years, a musician like Urban who performs with passion night after night, or an everyday hero who makes an impact in his or her community. K C Masterpiece® wants to honor people who are the Real Deal and inspire others to celebrate them. Starting May 10, share why someone in your life is the Real Deal at **Facebook.com/KCMasterpiece** for the chance to win Urban concert tickets.

"It doesn't get much more authentic than the combination of great music and barbecue," said Nick Meyer, marketing manager for K C Masterpiece®. "That, to me, is the Real Deal, which is why we are partnering with Keith Urban again this year."

To consummate this natural marriage of music and barbecue, Chris Lilly has been named the official Tour BBQ Pitmaster and will create exclusive recipes, advise on the perfect tour barbecue cuisine and share his grilling

expertise with music fans. A 10-time world barbecue champion and head of the Big Bob Gibson Bar-B-Q Cooking Team of Decatur, Ala., Lilly hopes to help fans bring a taste of the tour to their own backyards.

"Delicious, competition-level barbecue is definitely attainable and affordable at home," said Lilly. "I hope my recipes will entice people to slow down this summer and gather around the charcoal grill while jamming to their favorite tunes." Inspired by new K C Masterpiece® smoky bourbon barbecue sauce and K C Masterpiece® spicy mango marinade, Lilly developed this exclusive menu to spice up this summer's hottest tour:

Grilled Mango Chicken Lettuce Wraps: Perfect for summer dining, this light appetizer, which combines the flavors of grilled chicken and vegetables wrapped in a lettuce pouch, is an affordable and easy way to get the whole gang to eat their greens.

Smoky Bourbon Ribs: This classic barbecue dish steals the show -- seasoned with Lilly's famous rib rub and spiked with K C Masterpiece® Smoky Bourbon Barbecue Sauce for an extra kick -- it's a crowd-pleasing main course.

Grilled Sweet & Spicy Pickles: Growing your own garden this summer? This recipe is a great way to make the flavor from picked-fresh cucumbers pop, and is a great side dish for barbecue staples like ribs.

Smoky Bourbon Peaches A La Mode: Yes, you can grill dessert! Let the ice cream melt over these spiced and sauced peaches, served hot of the grill.

K C Masterpiece® barbeque sauce was created in Kansas City -- where people love to barbecue -- and it's still the number one selling sauce there today. For more than 30 years, the rich taste has grown in popularity and has become one of America's favorite barbecue sauces. The makers of K C Masterpiece® sauces, marinades and seasonings strive to deliver an authentic taste that makes any dish an American classic. For more information, visit www.KCMasterpiece.com or become a fan at [Facebook.com/KCMasterpiece](https://www.facebook.com/KCMasterpiece).

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