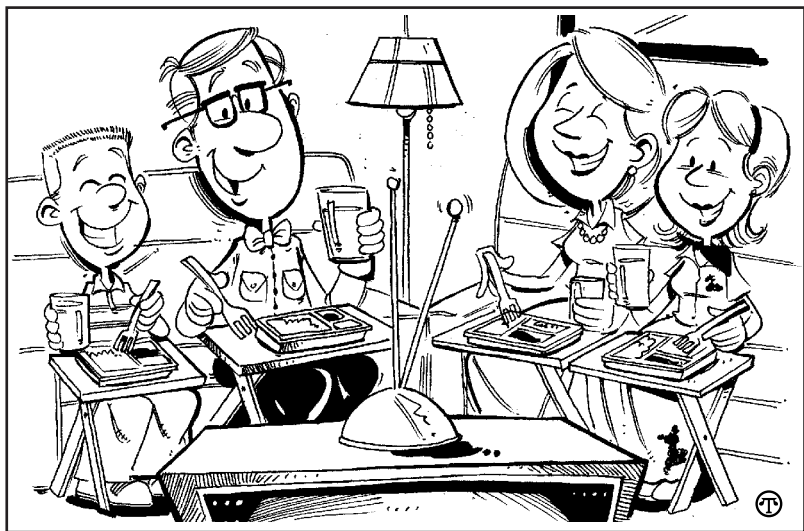


newsworthy trends

A Star Is Born



(NAPSA)—One of TV's greatest stars is celebrating its 50th Anniversary. Wondering who it is? Why it's the TV Dinner®, created by Swanson®, and it revolutionized television watching and dinner (preparation and eating) habits in one fell swoop. While Roasted Carved Turkey Breast is still the most popular variety followed closely by Classic Fried Chicken, 50 years has made televisions and Swanson's meals far more diverse and of far higher quality. The newest selections include contemporary dishes like Chicken with Penne Pasta in Basil Cream Sauce and Turkey Tenderloins with Cornbread Stuffing. But even though Swanson now has contemporary selections, it's still celebrating its early days ... the dawn of TV and the TV Dinner.

Tune into 1953, the year for TVs and the TV Dinner:

- In 1953, Swanson TV Dinners were introduced as Americans were viewing their first live color TV telecast coast-to-coast.
- By 1954, more than 25 million TV Dinners had been served in front of the 33 million television sets in American living rooms.
- In 1969, American children enjoyed new Swanson Breakfasts while being introduced to *Sesame Street's* Big Bird.
- In 1973, Americans celebrated *M*A*S*H's* Emmy win while eating new Swanson Hungry-Man dinners, introduced by "Mean Joe" Greene.
- In 1986, Swanson's aluminum "TV Dinner" tray is inducted into the Smithsonian Institute, solidifying the TV Dinner's role in American history.
- In 1999, Swanson's status as an American icon is further elevated as it received a star on the Hollywood Walk of Fame, alongside the nation's most celebrated actors and actresses.

• Today: With more than 66 percent of households tuning into television during mealtime, the "TV Dinner" is more popular than ever.

Swanson celebrates this 50-year tradition with the introduction of new varieties and quality upgrades across the entire line.

To learn more about Swanson's 50th Anniversary Celebration, visit swansonmeals.com.