

## Press Release

### GINGER BEEF CORPORATION

#### Selected by A Northern Canadian Retail Chain To Supply Pre-Packaged Entrees

September 28, 2004

Ginger Beef Corporation (the "Corporation") (TSX Venture – "GB") is pleased to announce that it has been selected to supply its pre-packaged "ready-to-eat" Chinese food entrees to a retailer whom, with 182 outlets, is the leader of food and everyday products and services to all northern communities across Canada and Alaska.

The Corporation's pre-packaged family of products will be listed in the meat departments of the retailer's Northern banner locations. "The home meal replacement market offers huge sales potential for both companies. Consumers want affordable, quick, and delicious meals. Our products will definitely provide the customers of this retail chain with what they have been looking for which was previously unable to get", says Ted Yan, V.P. of Business Development. Together with their retail locations in Eastern Canada, the opportunity gives the Corporation another avenue to penetrate the larger Eastern market. As the Corporation builds a stronger relationship with this national retailer, there will be opportunities to promote the Corporation's frozen boxed entrée line either under Ginger Beef Choice Brand or private label format.

All Ginger Beef products follow the highest quality and safety standards established by the Canadian Federal Inspection Agency and use only meat inspected by this Agency.

#### About Ginger Beef Corporation

Ginger Beef Corporation is a food company based in Calgary, Alberta. It is a public company listed on the TSX Venture Exchange. Through two wholly owned subsidiaries, Ginger Beef Express Ltd. and Ginger Beef Choice Ltd., Ginger Beef franchised a number of take out/delivery service restaurants in Alberta and produces a number of frozen or ready to serve deli Chinese food products. The Corporation's manufacturing facility is certified and licensed by the Canadian Federal Inspection Agency as a federally regulated plant and therefore, all products manufactured can be shipped to all provinces and territories in Canada.

**THE TSX VENTURE EXCHANGE DOES NOT ACCEPT RESPONSIBILITY FOR THE ADEQUACY OR ACCURACY OF THIS RELEASE.**

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