

FOR IMMEDIATE RELEASE

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Visit Website: www.lawdymissclawdy.com - for a listing of all Wal-Mart store locations where the Lawdy Miss Clawdy brand can be found.

American Entertainment Icon Lloyd Price and his new food Brand Lawdy Miss Clawdy 'Sweet Potato Cookies' an original Lloyd Price Recipe © go home to the South for a historic debut at Wal-Mart SUPERCENTERS in Louisiana, Alabama, Mississippi, Florida, and Cairo, Georgia. 1st Ever Icon Branded Sweet Potato Cookies.



Pound Ridge, New York (BlackNews.com) – 'Lawdy Miss Clawdy' was the song of the Year in 1952, written, performed, and co-produced by Lloyd 'Mr. Personality' Price. Lawdy Miss Clawdy Brand is one of the most re-recorded songs in music history, Elvis Presley (re-recorded LMC 41 times), Travis Tritt, Fats Domino (played piano on original song), Jimi Hendrix, Joe Cocker, Paul McCarty, Mickey Gilley are only a few of the 169 artists that have re-recorded the Lloyd Price songs.

Lloyd Price has created Lloyd Price Icon Food Brands, Inc., and on June 4, 2007, his Lawdy Miss Clawdy 'Sweet Potato Cookie' (Chocolate Crunch / Cinnamon) made it's Southern debut in the States of Louisiana, Alabama, Florida, Mississippi, and Georgia.

Lawdy Miss Clawdy Sweet Potato Cookies are made from an original Lloyd Price recipe, which was inspired by his dad, Louis Price known as "the dessert maker". The soft baked sweet potato cookie is so delicious that you will find it hard to put down the 12 oz box. Each box contains 12 individually wrapped cookies. The Lawdy Miss Clawdy Sweet Potato Cookies are a Good Source of Vitamin A and Vitamin C (#1 in the country).

Lawdy Miss Clawdy Sweet Potato Cookies are just one (1) of 12 Lawdy Miss Clawdy Sweet Potato Products produced, marketed, and distributed by Lloyd Price Icon Food Brands, Inc. Lawdy Miss Clawdy 'Sweet Potato Cheesecake', Lawdy Miss Clawdy 'Sweet Potato' Hoe Cake Flat Bread, Lawdy Miss Clawdy 'Sweet Potato' Pancakes, Lawdy Miss Clawdy Sweet Potato Nut Bread, are just a few of the new Lawdy Miss Clawdy Sweet Potato Product Lines from Lloyd Price Icon Food Brands, Inc.

Lawdy Miss Clawdy 'Make Momma Proud' Icon Cereal (Crunchy Granola) is now available featuring Icons.

Lloyd Price is one of the most successful entertainers / entrepreneurs in entertainment history. His 16 major hits, including **Stagger Lee, Personality, Just Because, Where Were U on our Wedding Day**, and many others have been re-recorded more than 600 times. Lloyd Price also co-produced Rumble in the Jungle (Ali vs Foreman) 33 years ago, where he introduced the world to his best friend, the man he predicted would be the world's greatest boxing promoter ever, **Don King**.

The Lloyd Price Energy-2-Eat Bars are in 7-Eleven Stores nationwide. The Lloyd Price Energy 2 Eat Bars will be in UDF (United Dairy Farmers) in Ohio, Indiana, and Kentucky, in July, 2007, and many more retail partners are set to carry the Lloyd Price Icon Food Brands products.

Lawdy Miss Clawdy becomes the first animated Icon African-American Woman to become a national spokesperson for a major food company. Lawdy Miss Clawdy will appear in future TV and Radio Commercials singing and speaking as the National Spokesperson for Lloyd Price Icon Food Brands, Inc. representing her own Food Brands.

"We are very appreciative and proud of our friends at Wal-Mart, Inc. They showed us the vision, the courage, and the insight to work with us to provide African-American Consumers with positive Icon Brands Food Products that identify with the consumers in communities where the Wal-Mart SUPERCENTER stores are located." said Chairman, CEO & President Lloyd Price.

Visit www.lawdymissclawdy.com for the Wal-Mart locations in the south that are carrying the Lawdy Miss Clawdy Sweet Potato Cookies, an original Lloyd Price Recipe ©.

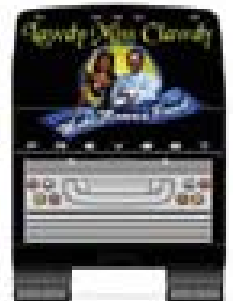
Stay tuned for some exciting new products from Lloyd Price Icon Food Brands, Inc.

About 'Lawdy Miss Clawdy' the Brand

'Lawdy Miss Clawdy' - She was born March 9, 1952, created by our Chairman of the Board, President & CEO Lloyd Price (LPIFB, Inc) with the help of 169 Music Icons support cast lead by the King himself, **Elvis Presley**, along with **Paul McCartney, Joe Crocker, Roy Orbison, UK's Shakin-Stevens, Fats Domino, Lil Richard, Jimi Hendrix, James Brown**, and many others. 'Lawdy Miss Clawdy' has collectively accounted for an incredible 250 million + records unit sales worldwide and say, over the past 55 years it has been played on radio & television worldwide over One Billion times.

About Lloyd Price Icon the Brand?

The 'Lloyd Price Icon Food Brand' was inspired by an American Music Icon, Lloyd Price. He is a pioneer of Rock 'n' Roll music. He was inducted into the Rock 'n' Roll Hall of Fame in 1998. He was inducted into the Black Sports & Entertainment Hall of Fame in 2001. He introduced the music world to music greats Little Richard and Wilson Picket. He wrote, produced, & sung #1 hit records such as, 'Personality', 'Stagger Lee' and of course, what some say, is arguably 2nd most played radio record of All Times, 'Lawdy Miss Clawdy'. **Lloyd Price is a United States Korean War Veteran and a recipient of an Honorary Doctorate from Southern University on May 12, 2001, and he was honored by his home town of Kenner, Louisiana . The City Council voted, passed, named, and erected a Lloyd Price Avenue, permanently. He continually appears on National TV. He will be featured on PBS TV nationally in the entire month of August, 2007. He has been invited to Rome, Italy to sing his song 'Personality' accompanied by the Rome Symphonic Orchestra. He continues to make American History Weekly.**



More on Icon Lloyd Price visit:www.lawdymissclawdy.com