

For Immediate Release:
May 5, 2009

For More Information:
Hot Dog on a Stick
(760) 930-0456

Hot Dog on a Stick Honored for Excellence in “Employee Ownership” Communications

May 5, 2009 (Washington, DC)- Hot Dog on a Stick has been selected by The ESOP Association as the winner of the 2009 External ESOP Advertising-Websites and the Runner-Up for Total Communications Annual Award for Communication Excellence (AACE). The AACE Awards are sponsored each year by the Association to recognize the outstanding communications and educational programs of its members. The awards are presented each May at the Association’s Annual Conference in Washington, DC to companies who have excelled in communicating the ESOP (Employee Stock Ownership Plan) and its meaning to the company’s employees.

Hot Dog on a Stick is an employee-owned company headquartered in Carlsbad, California. Thus, it is a privately held company owned 100% by the employees who share equity and appreciation in the brand. The benefits afforded to the Company’s employees through this ESOP system has resulted in lower turnover and increased loyalty to the Company and its goals.

“We have 108 locations in 14 different states. Thus, we always strive to keep our communications direct, simple and fun. We are always looking at new ways to get our employee owners excited, involved and talking about the great benefits of being employee owned.” commented Human Resources Manager Midori Cronky. *“With the website and the newest additions of a Facebook Fan page and MySpace page, Hot Dog on a Stick is continuing the communications excellence tradition.”*

AACE Award winners are chosen by a panel of five judges made up of both management and non-management employee owners, each of whom has demonstrated active experience and interest in the field of ESOPs and employee ownership communications. Awards are based on: overall quality and quantity of employee owner education, contributions of employee owners, integration of the ESOP into company culture, frequency of ownership communications, involvement and/or response of employee owners, encouragement of ownership attitudes, clear explanations, creative ideas, graphic design, and technical quality.

About Hot Dog on a Stick™

Founded in 1946 in the sand on California's Muscle Beach, Hot Dog on a Stick™ (HDOS Enterprises) has positioned itself as an industry leader and American favorite with its offerings of fresh squeezed lemonade and hot dogs on a stick dipped in an all-natural secret recipe cornbread batter. Based in Carlsbad, California HDOS Enterprises has grown to 108 locations focused across the United States and additional franchised stores in the Philippines and Venezuela. For more information, visit the company website at: www.hotdogonastick.com.

About The ESOP Association

The core cause of The ESOP Association is the belief that employee ownership will improve American competitiveness, increase productivity through greater employee participation, and strengthen our free enterprise economy.

###