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American Halal & Halalfire Sign Marketing Agreement to Position and Promote Saffron Road Halal Products

All-natural Saffron Halal to utilize zabihah.com data to accelerate demand

AUSTIN, TEXAS / STAMFORD, CT, July 23, 2010: [American Halal, Inc.](#), a Stamford, CT-based Halal food producer, and [Halalfire](#), a media and consulting firm based in Austin, TX and London, England, have signed an agreement for Halalfire to provide marketing data, research, and promotion for American Halal's new line of ready-to-eat meals, expected to launch in major American retail chains throughout North America by late 2010.

Halalfire plans to leverage a decade of interactivity with the members and aggregated data on [zabihah.com](#), the world's largest guide to Halal restaurants and products. In addition, Halalfire's iPhone apps, downloaded over 30,000 times to date, will provide unique insight on the location and frequency of demand for Halal food. Halalfire will also distribute mobile coupons for American Halal products and create promotions tailored to Muslim American consumers.

"This is the type of thing that many people have dreamed about but have never actually done," says Halalfire's Shahed Amanullah. "We're excited to use our exclusive relationships with millions of American Muslim consumers to spread the news about American Halal's new Saffron Road Halal products, as well as employ a decade of unique consumer data to position Saffron Road as effectively as possible."

"The decision to have Halalfire help with this crucial product launch was a no-brainer," adds Adnan Durrani, an organic food pioneer and Chief Halal Officer of American Halal. "The hard market data and access to American Muslim consumers that Halalfire provides to us can't be found anywhere else, at any price."



About American Halal: American Halal markets all natural Halal Certified food under the Saffron Road brand and sells its products into select natural, specialty, and gourmet retail channels across the US. Adnan Durrani, who leads the company as Chief Halal Officer, is a serial entrepreneur who founded Vermont Pure Spring Water and was the principal financial partner for Stonyfield Farms. The rest of the Company's management and Board represent a team of proven entrepreneurs at building premium food brands.



About Saffron Road: Saffron Road's mission is to offer all natural Halal Certified foods which are also holistic, sustainably farmed, and anti-biotic free. Saffron Road's products are sourced from livestock which is fed only 100% vegetarian feed and are humanely treated, being the first "humane certified" halal brand in the world. The Company seeks to bring its mission to a higher awakening with the local and global community, embodying a socially conscious company ethic as well as setting the standard for premium quality Halal Cuisine.



About Halalfire: Founded in Silicon Valley in 1998, Halalfire is a pioneer in creating compelling online content that empowers Muslim communities in the West and beyond. With traffic exceeding 36 million page views per year – a rate that has been growing 50% annually for much of the past 10 years – as well as over a decade of market experience, Halalfire is uniquely situated to provide innovative analysis and marketing expertise for a misunderstood and often misrepresented segment of the global consumer market.

Halalfire Contact: Shahed Amanullah, CEO, Halalfire Media LLC, (650) 248-6135, shahed@halalfire.com

American Halal Contact: Adnan Durrani, Chief Halal Officer, American Halal, (203) 961-1952, adnan@americanhalal.com

Notes to editors: Photos of Adnan Durrani and Shahed Amanullah, as well as for the products/services of both companies, can be obtained by writing info@halalfire.com. Halalfire's websites include [zabihah.com](#), the world's largest guide to halal restaurants with over 6 million unique annual users, and [altmuslim.com](#), an online newsmagazine with over 3 million unique annual users.