

Bill the Butcher Inc. Appoints Arrington Director of Operations

30 year meat veteran Ross Arrington creating new supply chain for 6 butcher shops

SEATTLE, WA October 27, 2010 – [Bill the Butcher Inc.](#) (OTCBB:BILB.OB), a Seattle-based retailer that sells organic and natural grass-fed meats, has promoted Ross Arrington from Head Butcher and Buyer to Director of Operations. Arrington brings a lifetime of work that includes working in the meat department of large wholesalers and grocery chains including Associated Grocers, Safeway Inc. and Whole Foods.

“I am very pleased to be part of such a dynamic company, one that is trying to make a real difference by bringing grass-fed meat to consumers while supporting small farmers and ranchers,” said Arrington.

“Ross knows the meat industry inside out, having actually been a hands-on butcher and operating at the other end of the industry as director of meat purchasing for very large grocery chains,” said J’Amy Owens, chief executive officer. “Bill the Butcher is creating a marketplace in the strata between the farmers market and below the grocery store where none existed before, and Ross’ experience is very valuable to our efforts.”

Arrington began his career as an apprentice meat cutter for Safeway Inc. and was quickly promoted to journeyman, later meat manager, and then Division Meat Buyer for the company’s 180 stores. He later served as director of meat distribution for Associated Grocer. At AG, Arrington managed sales, purchasing, distribution and ad development for 29 independent retail groups, representing more than 300 stores.

Prior to joining Bill the Butcher, Arrington was Meat Team Leader of the meat department at Redmond’s Whole Foods. There, he managed a staff of 8, and managed the purchasing, merchandising and sales for the department, where the volume of sales averaged more than \$2 million annually.

During the past 12 months, Bill the Butcher, Inc. made the successful transition from a company with no revenues to a 6-store chain of neighborhood butcher shops selling organic and natural grass-fed meat. The company was founded in 2009 by national retailing expert J’Amy Owens and executive chef William von Schneidau.

About Bill the Butcher Inc.

Seattle-based Bill the Butcher Inc. sells organic, grass fed and natural meats through corporate-owned neighborhood butcher shops. The company works directly with local ranchers and farmers, who follow sustainable and organic practices, to deliver the highest quality meat that is healthiest for consumers while being good for the environment. Founded in 2009, Bill the Butcher is publicly traded under the symbol BILB.OB. Learn more about [Bill the Butcher](#).

Safe Harbor Statement

This press release may contain forward-looking statements made in reliance upon the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. These forward-looking statements include statements about the Company's plans, objectives, expectations, estimates and intentions, which are subject to change based on factors that may be outside the Company's control. Factors that could cause the Company's actual results to differ materially from those expressed in its forward looking statements include the risks described under the caption "Risk Factors" in our Current Report on Form 8-

K, dated September 30, 2010, and in our other filings with the Securities and Exchange Commission. All forward-looking statements in this release are based upon information available to the Company on the date of this report. The Company undertakes no obligation to update any forward- looking statement, except as required by law.

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