

## **Geeknet Apologizes to National Pork Board for Unicorn Meat Confusion**

*'New white meat' from sparkly unicorns not meant to replace pork-based diets*

MOUNTAIN VIEW, California, June 21, 2010 – Geeknet, Inc. (NASDAQ: LNUX), the online network for the global geek community, announces its public apology to the National Pork Board for unintended confusion surrounding unicorn meat versus pork.

Recently, the National Pork Board issued a “cease and desist” warning to ThinkGeek, a Geeknet company and the premier retailer for the global geek community, regarding its April 1 product launch of canned unicorn meat, which can be seen at <http://www.thinkgeek.com/stuff/looflirpa/>.

“It was never our intention to cause a national crisis and misguide American citizens regarding the differences between the pig and the unicorn,” said Scott Kauffman, President and CEO of Geeknet. “In fact, ThinkGeek’s canned unicorn meat is sparkly, a bit red, and not approved by any government entity.”

“Ironically, other than the Pork Board, we do more than anybody else to promote pig consumption among geeks,” Kauffman said. Constantly working to encourage a “passion for pork”, ThinkGeek offers more than 15 different pork-inspired products including: [Bacon Soap](#), [Bacon Lip Balm](#), [Bacon Mints](#), [MMMMvelopes](#) (bacon-flavored envelopes) and [BaconPop Flavored Popcorn](#).

To make good on its apology to the Pork Board, ThinkGeek is extending a special discount to everyone offended by the portrayal of Unicorn Meat as “the new white meat.” For a limited time, visitors to [ThinkGeek.com](#) can take \$10 off any order of \$40 or more by using the code PORKBOARD at checkout. The discount applies to merchandise totals and excludes shipping charges. The coupon is good until 6/30/2010 at 11:59PM ET.

Canned unicorn meat and products from other mythical, virtual and fictional characters, as well as tangible products, can be found at [thinkgeek.com](#).

### **ABOUT THINKGEEK**

ThinkGeek is the premier retailer for the global geek community. A wholly owned subsidiary of Geeknet, Inc. (NASDAQ: LNUX), ThinkGeek was founded in 1999 to serve the distinct needs and interests of technology professionals and enthusiasts. Today, ThinkGeek has grown to become the first choice for innovative and imaginative gifts that appeal to the geek in everyone. For more information, please visit [thinkgeek.com](#) or call 1-888-GEEKSTUFF.

### **ABOUT GEEKNET**

Geeknet is the online network for the global geek community. Our sites include SourceForge, Slashdot, ThinkGeek, Geek.com, Ohloh and freshmeat. We serve an audience of nearly 44 million users\* each month and provide the tech-obsessed with content, culture, connections, commerce, and all the things that geeks crave. Want to learn more? Check out [geek.net](#).

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