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NEW FROM LUNDBERG FAMILY FARMS® - BAKED RICE WITH A TWIST®

Whole Grain Snacks That Fit a Healthy Diet

RICHVALE, CA, April 25, 2008 - An all-natural snack that satisfies kids and grownups alike while providing over 43 percent of the recommended daily allowance of whole grain? Now, that's a twist.

Leave it to the nation's #1 producer of organic rice and rice products to invent Baked Rice with a Twist®, a tasty new line of all-natural snacks made from seasoned whole grain puffed brown rice. Lundberg Family Farms® today introduces Baked Rice with a Twist in four popular flavors: Chili Cheese, White Cheddar, Cinnamon & Sugar, and Ranch. Each 1-ounce serving supplies 21 grams of whole grain, a significant portion of the 3 16-gram servings daily recommended in the USDA's Dietary Guidelines for Americans.

New Baked Rice with a Twist® are twisty and crunchy, packed with flavor and fun to eat. They're full of whole grain goodness, made from Lundberg's Eco-Farmed brown rice. They're all-natural, trans fat-free and contain nothing artificial. And did we mention that they're twisty, crunchy, light and tasty?

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"Everyone is looking for healthy, satisfying alternatives, and our new Baked Rice with a Twist[®] snacks are not only that, but fun to eat, too," said Grant Lundberg, CEO of Lundberg Family Farms. "They're an all-natural brown-rice snack that kids can love, parents can approve and everyone will enjoy."

Baked Rice with a Twist is available at natural foods stores and supermarkets nationwide. The 4.25-ounce packages have a suggested retail price of \$2.69.

Since 1937, the Lundberg Family has been farming rice and producing rice products at their farms in the Sacramento Valley. Now led by its third generation, Lundberg Family Farms still uses eco-positive farming practices to produce wholesome, healthful rice products while protecting and improving the environment for future generations. For more information, visit www.lundberg.com.

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