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FRESH FROM THE FARM: NEW LUNDBERG FAMILY FARMS® WEB SITE
Leading Organic Rice Brand Launches Updated Web Site with Helpful New Features

RICHVALE, Ca, SEPTEMBER 21, 2010 – Lundberg Family Farms, the nation’s #1 brand of organic rice and rice products, unveils a new look and several new consumer-friendly features on its Web site, www.Lundberg.com.

The site has long been a source for healthy recipes and offers consumers a wealth of information about the family and their sustainable and organic farming. Now, the newly redesigned Web site allows users to rate, comment on, and print dozens of original recipes. Users can also rate and comment on their favorite Lundberg organic rice and rice products. In addition, the easy-to-navigate site introduces downloadable coupons that can be printed at home and used in stores where Lundberg products are sold.

The site also introduces a new blog about life on the farm written by Lundberg family and employees. The blog will chronicle, among other things, the family’s efforts to minimize the farm’s environmental impact by producing and purchasing renewable energy, safeguarding wildlife habitats, and utilizing sustainable agricultural practices in all of its operations.

“We wanted our new Web site to do more than deliver product information,” said Grant Lundberg, CEO of Lundberg Family Farms. “We wanted to start a dialogue with and among the people who enjoy our products. The recipe and product-rating and comment features, along with our blog, enable that conversation by giving consumers a voice and providing us with a way to respond. And now with downloadable coupons, our products are even more accessible to new families seeking a better choice.”

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Under *News & Info*, the expanded menu includes links to information about the company, the rice industry, and the organic farming movement. The *Our Commitment* pages provide detailed information on the environmental benefits of Lundberg's organic and sustainable rice and rice products. And finally, the site's comprehensive history of the 73-year-old family farm now includes biographies of the four Lundberg brothers who founded the business: Eldon, Wendell, Harlan and Homer.

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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