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MAGAZINE NAMES LUNDBERG'S WILD BLEND® RICE "BEST FOR WOMEN"

***Women's Health Magazine* includes Lundberg® among 125 Best Foods for Women**

RICHVALE, CA, November 22, 2010 – Lundberg Family Farms Wild Blend® Rice is among the 125 “best foods for women,” says the November 2010 issue of *Women's Health* magazine, which describes the 125 products selected as “the ultimate good-for-you items for staying slim, fighting disease and enjoying every morsel you put into your mouth.”

The annual feature in the popular magazine selected Lundberg's Wild Blend® among 46,852 food items available in most supermarkets nationwide, advising its readers to “pile your plate with this perfectly nutty blend”. The editors went on to tout the whole grain Wild Blend® rice as a good for you “carb” in the feature's rice and pasta category.

This is the second consecutive year that the magazine awarded Lundberg Family Farms® with the prestigious honor; the 2009 “Best for Women” issue featured Lundberg Family Farms' Creamy Parmesan Risotto.

“When a thoughtful and respected magazine like *Women's Health* cites our products as among the best available, it validates our effort to provide consumers with the best-tasting, most nutritious and responsibly produced foods possible,” said Grant Lundberg, CEO of the family-owned business.

MORE...

Women's Health: Lundberg Wild Blend Rice Best for Women, 2-2-2-2

Lundberg Family Farms Wild Blend[®] is a colorful mixture of long grain brown rice, sweet brown rice, Wehani[®], Black Japonica[™] and select wild rice pieces. Wild Blend[®] is gluten-free, kosher, Non-GMO Project Verified, vegan, and 100% Whole Grain.

About Lundberg Family Farms

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

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