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LUNDBERG FAMILY FARMS NAMES DOUG DEETH VP OF SALES

RICHVALE, CA, December 8, 2011 – Lundberg Family Farms®, a national leading brand of organic rice and rice products, named Douglas Deeth to be its Vice President of Sales, the company announced today.

Deeth arrives at the family-owned company with a wealth of food industry experience, including sales leadership roles with Nueva Cocina Foods, Reser's Fine Foods, Nile Spice Foods, Continental Mills/Krusteaz and Otis Spunkmeyer. In his new role, Mr. Deeth will oversee the Lundberg's extensive national sales network and participate in strategic and operational planning for the business.

“The mission at Lundberg Family Farms is much larger than simply producing outstanding products,” commented Deeth. “I appreciate this opportunity to further the Lundberg family's commitment to environmental sustainability, corporate responsibility and personal accountability, while introducing Lundberg products to more retailers and consumers across the country.

About Lundberg Family Farms

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 uses organic and 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 or follow Lundberg Family Farms on [Facebook](#) and [Twitter](#) (@lundbergfarms).

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