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LUNDBERG FAMILY FARMS NAMES DANA JONES VP, FINANCE

RICHVALE, CA, July 12, 2011--Dana Jones, a seasoned food industry financial executive, has joined Lundberg Family Farms as its Vice President of Finance, the company announced today.

Jones, a veteran financial leader in the Consumer Products arena, comes to Lundberg with a diverse finance and operations background including an emphasis in financial planning, analysis and reporting. He has a track record of identifying growth and profit enhancing opportunities, driving performance improvement and leading organizational development. In his new position, Jones will plan, direct and oversee the family-owned company's financial accounting and reporting systems, and serve as a member of the senior leadership team.

Jones joins Lundberg Family Farms from his previous position as Senior Director of Financial Planning and Analysis, at ConAgra's \$1 billion premium frozen brands group in Omaha, Nebraska. Before joining ConAgra in 2002, Jones held financial management positions at Kraft Foods and Miller Brewing Company.

"Dana Jones brings to our company a level of financial management sophistication usually found only at the largest food corporations," said Grant Lundberg, CEO of Lundberg Family Farms and a member of the third generation of the Lundbergs to operate the business. "Dana will be instrumental in helping us develop better analytics on our business performance, and to build our financial systems capacity efficiently."

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In addition to his experience at three of the nation's largest food and beverage producers, Jones holds a Master of Business Administration from the Drucker School of Management at Claremont Graduate School, and a Bachelor of Science in Accounting and Political Science from the University of La Verne. He is a Certified Management Accountant and a member of the Institute of Management Accountants.

“I am very excited to have the opportunity to join a company with tremendous national appeal and local respect,” commented Dana Jones. “I look forward to working with a talented management team and engaged group of associates as we build on the tradition and culture of Lundberg Family Farms.”

Since 1937, the Lundberg Family has farmed rice and produced 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.

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