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MEDIA CONTACT:

Mysty Stewart
(707) 545 3280
stewart@mackenzieagency.com

NEW FROM LUNDBERG FAMILY FARMS®—ROASTED BROWN RICE COUSCOUS

Four Gluten Free Varieties, Made with Organic Brown Rice, Ready in Just 15 Minutes

RICHVALE, CA, June 1, 2009 — Lundberg Family Farms®, the nation’s #1 producer of organic rice and rice products, introduces wheat free, gluten free couscous that’s made with organic brown rice.

Gently crushed into tiny granules, then fire-roasted to add a subtle nutty flavor, Lundberg’s versatile Roasted Brown Rice Couscous is perfect as a simple side dish or as a base for a main course. All four varieties—Plain Original, Roasted Garlic & Olive Oil, Mediterranean Curry, and Savory Herb—are made with certified organic brown rice and contain no trans fat, wheat, gluten, or artificial ingredients. And all four varieties qualify as heart-healthy whole grains as recommended by the USDA.

“Roasted Brown Rice Couscous is the perfect marriage of taste, convenience and nutrition,” says Grant Lundberg, CEO of Lundberg Family Farms. “Our couscous is for everyone who loves traditional couscous, as well as those who prefer a wheat-free, gluten-free alternative.”

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LUNDBERG'S NEW BROWN RICE COUSCOUS, 2-2-2-2

Roasted Brown Rice Couscous qualifies as a “heart healthy” food because it is made with whole grain brown rice, which was recently added by the FDA to a list of whole grains that may reduce heart disease and some cancers as part of a diet of other plant foods, and one that is low in total fat, saturated fat and cholesterol. The USDA’s Dietary Guidelines recommend that Americans eat at least three 16-gram servings of whole grains each day. Eating just one serving of Roasted Brown Rice Couscous is equivalent to almost your entire recommended daily whole grain servings.

Lundberg Family Farms’ Roasted Brown Rice Couscous is available at natural foods stores and supermarkets nationwide. The 6.8 to 10-ounce boxes have a suggested retail price of \$2.49.

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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