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MEDIA CONTACT:

Mysty Stewart
(707) 545 3280

stewart@mackenzieagency.com

**LUNDBERG FAMILY FARMS® ANNOUNCES “RICE TO THE OCCASION”
SWEEPSTAKES WITH ZOJIRUSHI® AND EATING WELL MAGAZINE**

RICHVALE, CA, December 22, 2010 - Lundberg Family Farms®, the nation’s #1 producer of organic rice and rice products,, announces the launch of the “Rice to the Occasion” Sweepstakes in conjunction with *Eating Well Magazine*.

With the purchase of Lundberg Family Farms rice products, consumers can enter to win a Zojirushi® rice cooker, plus a deluxe gift basket full of Lundberg Family Farms rice products. Zojirushi is a leading manufacturer of high-end rice cookers and innovative cooking products.

The “Rice to the Occasion” Sweepstakes starts December 23 and will run through March 1, 2011. To enter the sweepstakes visit www.lundberg.com for your chance to win one of three prizes. First prize is a Zojirushi Induction Heating Pressure Rice Cooker & Warmer (\$515 value). The second-prize winner will be awarded a Zojirushi Induction Heating System Rice Cooker & Warmer (\$300 value), and the third-prize winner will receive a Zojirushi Neuro Fuzzy® Rice Cooker & Warmer (\$233 value). Each winner will also receive a deluxe gift basket full of Lundberg Family Farms rice products. No purchase is necessary to enter. For official rules and details, visit www.eatingwell.com/go/rice.

“We are excited about giving rice consumers the opportunity to cook our high-quality rice in a high-end Zojirushi rice cooker. The goal of this sweepstakes is to help raise the awareness of how easy it can be to add healthy rice to a healthy diet”, says Todd Kluger, Lundberg’s Vice-President of Marketing.

More...

“Rice to the Occasion” Sweepstakes, 2

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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