



**News Release
For Immediate Release**

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Lundberg Names Kehe Distributor of the Year

Outstanding distributor increases sales by nearly 40 percent

Richvale, Calif. (May 22, 2005) — Lundberg Family Farms, pioneering California rice grower, announced today that Kehe Food Distributors, Inc. has been named its Distributor of the Year. The privately held specialty foods distribution company represents Lundberg Family Farms' mass market grocery business in the central United States.

“Kehe has been an excellent distributor partner for Lundberg,” said, Debbie Wolfe, Lundberg’s Sales Manager for the central region. “They understand our business and the natural channel implicitly. That understanding allowed Kehe to increase our sales nearly 40 percent in 2005. They’re trending very strongly toward meeting that target again in 2006,” said Wolfe.

In addition to impressive sales growth, Kehe was honored for its ongoing support of Lundberg Family Farms, and efforts to increase distribution of the company’s core items into key grocery channels.

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Editor’s note: Photos available upon request.

Since 1937, the Lundbergs have been producing the highest quality rice in concert with a respect for the environment. Now a third generation family business, Lundberg Family Farms remains committed to improving our precious natural resources.



Lundberg Family Farms’ Tim O’Donnell and Debbie Wolfe, pictured with Kehe’s Chris Butler and Hanson Faso Sales & Marketing’s Stewart Reich