



Growing Great Taste for
Generations™

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NEW LUNDBERG FAMILY FARMS WEB SITE OFFERS FREE COOKBOOK

Find Recipes, Organic Farming Info & “Join the Family” Offers at www.lundberg.com

RICHVALE, CA, January 8, 2008 – Consumers who visit www.lundberg.com may sign up to receive a free copy of the full-color cookbook, *Cooking with Lundberg® Rice* in a special offer marking the re-launch of the Lundberg Family Farms’ web site.

In addition to recipes, product information, and news about the leading producer of sustainably farmed rice and rice products, the new site offers visitors the opportunity to “Join the Family” and receive periodic news and special offers. On the “What’s Cooking?” page, visitors can sign up to receive a free copy of the Lundberg’s family cookbook, chock full of easy, delicious and good-for-you recipes for entrees, side dishes, salads, soups, desserts and even breakfast – all featuring the Certified Organic and Eco-Farmed rice products of Lundberg Family Farms.

“Consumers who care about the source and quality of their food turn to us for more than the rice we grow and rice products we create,” said Grant Lundberg, CEO of Lundberg Family Farms. “They call, write and email us with all kinds of questions about everything from organic and sustainable farming to how they can make our family’s favorite risotto or rice pudding. Our web site answers all those questions and more.”

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Lundberg Family Farms Launches New Web Site, page 2

The newly revised web site features easy-to-navigate information presented in a bright, colorful graphic format. And for a limited time, visitors can sign up to receive the *Cooking with Lundberg® Rice*” cookbook, a complete information and idea resource for cooking with one of nature’s most perfect foods.

Since 1937, the Lundberg Family has been farming rice and producing rice products at their farm in northern-central California. Now led by its third generation, Lundberg Family Farms 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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