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MEDIA CONTACT:

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

LUNDBERG FAMILY FARMS[®] INTRODUCES BROWN RICE ELBOW PASTA

New & improved recipe and redesigned packaging launched with line extension

RICHVALE, CA, January 26, 2009 — Lundberg Family Farms[®], the market leader in organic brown rice, announces that it has reformulated its popular line of 100% whole grain brown rice pasta and added a new shape to the line-up – elbows.

Lundberg's new Brown Rice Pasta Elbows are made with 100% USDA-certified organic whole grain brown rice and make a great base for homemade Macaroni & Cheese recipes or pasta salads. In addition to the elbows, Lundberg offers USDA-certified organic brown rice pastas in 3 other popular shapes: Spaghetti, Penne and Rotini. All four varieties are heart-healthy whole grains as recommended by the USDA, and are gluten free, vegan and Kosher.

“Our new pasta formula has a consistent non-gritty texture and a great gourmet taste,” says Grant Lundberg, CEO of Lundberg Family Farms. “Our brown rice pastas provide a great alternative to those who cannot tolerate gluten, but they also compare favorably with regular pasta while giving consumers all of the nutritional advantages that brown rice has to offer.”

Consumers will find Lundberg's new elbows and existing brown rice pastas in new eye-catching boxes with the Whole Grain seal clearly stamped on the front of the package indicating that each serving contains 55 grams of whole grains or more. Lundberg's Brown Rice Pastas qualify as “heart healthy” according to the USDA's Dietary Guidelines that recommend Americans eat at least three 16-gram servings (48-grams) of whole grains each day.

More...

NEW BROWN RICE PASTA ELBOWS, NEW & IMPROVED FORMULA, 2-2-2-2

Lundberg Family Farms Brown Rice Pastas are available at natural foods stores and supermarkets nationwide and have a suggested retail price of \$3.99.

Since 1937, the Lundberg Family has been growing rice and producing rice products at their farms in the Sacramento Valley. 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 or to view our new pasta recipes, visit www.lundberg.com.

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