



**News Release
For Immediate Release**

For More Information Contact:
Angie Traver
The Fresh Ideas Group
(303) 449-2108, ext. 15
angie@freshideasgroup.com

Brown Rice ready in 60 Seconds. Just heat and eat.

New Lundberg's RiceXpress™ line provides whole grain goodness — fast!

Richvale, Calif. (Feb. 25, 2005) — Lundberg Family Farms, producers of whole grain rice and rice products since 1937, is excited to announce a new, more convenient way for consumers to enjoy flavorful, organic brown rice. Lundberg's RiceXpress™, the company's new line of four pre-cooked brown rice pouches, provides healthful, fiber-rich brown rice in just 60 seconds.

“Many consumers have expressed that although they love the flavor of brown rice, they simply don't have time to cook. We believe the Lundberg's RiceXpress™ line will help our busy consumers add more whole grains to their diets in a way that is easy, convenient and delicious,” says Grant Lundberg, the company's CEO.

The rice in Lundberg's RiceXpress™ is certified organic by California Certified Organic Farmers (C.C.O.F.) and grown without GMO's or harmful pesticides. Each 8.8-ounce microwavable packet contains two servings of shelf-stable, delicious, pre-cooked brown rice. The savory flavor profiles include Chicken Herb, Classic Beef and Sesame Teriyaki, which are gluten free and Santa Fe Grill, which is vegan. The convenient pouches do not contain artificial preservatives or trans fats.

On Jan. 12, new *Dietary Guidelines for Americans* were released by the U.S.D.A. in conjunction with the Dietary Guidelines Advisory Committee. One of the “Key Recommendations” of the report states that Americans should consume “Three or more ounce-equivalents of whole grain products per day,” with an average of at least half of all grain servings coming from whole grains. Whole grains, such as those in Lundberg brown rice, are considered healthier than processed grains because they contain the entire edible portion of the grain or seed (which includes germ and bran).

New Lundberg's RiceXpress™ RiceXpress rice packets will be available this spring wherever natural products are sold. The suggested retail price is \$2.79.

Since 1937, the Lundberg's 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 products include many varieties of bagged and bulk rice and blends, entrees, sweet and savory rice cakes, crunchy rice chips, rice milk and more. They can be found in most natural foods and conventional supermarkets.