



**News Release
For Immediate Release**

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

Tasty Brown Rice, Ready in Seconds

Perfect for recipes, Lundberg's RiceXpress™ provides whole grain brown rice in just 60 seconds

Richvale, Calif. (June 19, 2006) — This summer, rice lovers are applauding a new kitchen staple that makes healthy eating easier: Lundberg's RiceXpress™. This line of four pre-cooked brown rice pouches provides healthful, fiber-rich brown rice in just 60 seconds. Convenient as the base for at-home meals, or for the office, RiceXpress™ is a new offering from Lundberg Family Farms, producers of whole grain rice and rice products since 1937.

“At Lundberg, we know that busy families don't always have time to eat as healthfully as they would like,” says Grant Lundberg, the company's CEO. “We developed RiceXpress™ as a solution to make health and convenience go hand-in-hand, and to make whole grain rice available to a broader audience.”

The savory flavor profiles include **Chicken Herb**, **Classic Beef** and **Sesame Teriyaki**, which are gluten free and **Santa Fe Grill**, which is vegan. The 8.8-ounce microwavable RiceXpress™ packets contain two servings of shelf-stable, delicious, pre-cooked whole grain brown rice, and are made without artificial preservatives or trans fats. And, the brown rice is certified organic by California Certified Organic Farmers (C.C.O.F.) and made without GMO's or harmful pesticides.

This Summer Salad is a no-cook option for lunch on a steamy summer day:

Simple Chicken & Brown Rice Summer Salad

*1 pouch Lundberg's RiceXpress™ Chicken Herb flavor
1 boneless, skinless chicken breast, cooked and cut into 1-inch cubes
1/3 cup sun dried tomatoes, drained and chopped
1 tablespoon chopped Kalamata olives
2 tablespoons light vinaigrette
1 tablespoon fresh parsley*

In a large bowl, combine rice, chicken, sun dried tomatoes, olives, vinaigrette and parsley. Toss well. Serves two.

Lundberg's RiceXpress™ pouches are available wherever natural products are sold. The suggested retail price is \$2.79.



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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 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.