



**News Release
For Immediate Release**

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Wolfe Enriches Lundberg Sales Team

Experienced natural sales professional strengthens sales organization

Richvale, Calif. (Dec. 1, 2005) — Lundberg Family Farms, manufacturer of natural and organic rice and rice products, announced today the addition of Debbie Wolfe to its sales team. The addition of a new sales manager is part of Lundberg’s strategy to better serve its brokers and customers, and includes a re-alignment of sales territories. Wolfe has been named Regional Sales Manager and will oversee the South Central and Midwestern portions of the U.S.

Wolfe said that the opportunity to work with a company whose products and reputation she has long respected attracted her to her new position at Lundberg Family Farms. “I am proud to join the Lundberg Family Farms team,” said Wolfe. “This company has a stellar reputation for integrity, and is the clear leader in its categories.”

Tim O’Donnell, Lundberg’s Vice President of Sales, said that Wolfe’s addition would strengthen Lundberg’s presence in the nation’s midsection. “Debbie is a seasoned professional whose passion for natural foods and years of experience are a perfect match for our sales organization”, said O’Donnell.

Wolfe’s experience includes 25 years in the natural food industry. Her professional background has included assignments with Barbara’s Bakery, Imagine Foods and Fantastic Foods. Wolfe attended the University of Wisconsin, where she earned her Bachelor of Science degree.

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