



**News Release
For Immediate Release**

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Lundberg Enriches Management Team

Addition of industry veteran, changing role for company leader, part of overall restructuring plan

Richvale, Calif. (Jan. 13, 2005) — Lundberg Family Farms, pioneering California rice grower, announced today the addition of Kurt Nathan to its senior management team. Nathan has been named the Director of Operations, and will oversee all of Lundberg's production facilities, including its rice mill, rice cake facility, and its warehouse and shipping areas. Nathan will also interface with and manage the company's outside co-packers. Also announced today, Bryce Lundberg has been named the company's Director of Agriculture. Lundberg formerly served as the company's Director of Organic Certification.

Nathan says that the opportunity to work in the organic and natural products industry, along with the organizational culture, attracted him to his new position at Lundberg Family Farms. He brings with him the expertise gleaned from a long career in manufacturing and operations. Nathan's professional experience has included assignments with Proctor & Gamble, Ocean Spray, Pacific Rice, and FMC. His academic credits include a B.A. in Electrical Engineering from Penn State University, an MBA from Xavier University in Cincinnati, and an MS in Quality Systems Management from The National Graduate School.

Nathan's addition comes as part of a larger restructuring at Lundberg Family Farms. The move streamlines the senior management chain, allowing several plant-level manufacturers to report directly to Nathan, who, in turn will report to the company's CEO, Grant Lundberg. The position creates another level of continued improvement in operations, as Lundberg transitions from the second to third generation of family farming.

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Editor's note: Photos available upon request.

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.