



News Release
For Immediate Release

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Get Sweet on Rice Cakes for 2005

*Lundberg Family Farms introduces Cinnamon Toast and Caramel Corn Rice Cakes,
just in time for New Year's Resolutions*

Richvale, Calif. (Jan. 13, 2005) — This January, consumers nationwide will make resolutions to provide healthier choices for their families. A great place to start this quest is in the family snack cupboard. Trading out high-fat, high-sugar snacks for healthier choices makes it easier for everyone to stick to their New Year's commitments. Lundberg Family Farms is pleased to announce two new sweet and healthy products for snack-lovers everywhere: organic *Cinnamon Toast* and *Caramel Corn* rice cakes.

Cinnamon Toast and *Caramel Corn* join the popular Lundberg line of U.S. Department of Agriculture (USDA) certified organic rice cakes. Other family flavor favorites in this line include: *Brown Rice*, *salt-free Brown Rice*, *Mochi Sweet*, *Wild Rice*, *Popcorn*, *Tamari Seaweed*, *Sesame Tamari*, *Koku Sesame* and *Koku Seaweed*.

“These two sweet rice cakes are great additions to our current line, which had been comprised exclusively of savory flavors. And they're perfect for kids to eat in place of not-so-healthy snacks,” says Grant Lundberg, the company's CEO.

Made with fresh milled brown rice, these rice cakes contain whole grains, natural flavors and are nutritious for the whole family. Shelf stable, they make an excellent snack for tucking into desk drawers at the office as well. Find these products nationwide where natural products are sold for a suggested retail price of \$2.39. Each bag contains 13 rice cakes.

Lundberg Family Farms produces a wide variety of rice products, including rice cakes, packaged rice, rice milk, entrees and rice chips. All the rice for the rice cakes is grown in Northern California using organic farming methods, including: crop rotation, no genetically engineered rice varieties, water conservation, and composting of rice straw to enrich the soil and protect the air and environment.

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Editor's note: Samples and 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. Lundberg's rice and rice products are available nationwide through conventional supermarkets and natural foods stores.