



**News Release
For Immediate Release**

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Lundberg Announces Changes to Sales Team

Experienced food professional joins sales organization; longtime sales manager retires.

Richvale, Calif. (February 7, 2007) — Lundberg Family Farms, grower and manufacturer of natural and organic rice and rice products, announced Tom Kroha as the new Regional Sales Manager for the Rocky Mountains, Northwest and Canada. Kroha brings more than 25 years of diverse experience in grocery and natural foods, including work at the broker, distributor, and manufacturer levels.

Tim O'Donnell, Lundberg's Vice President of Sales, said Kroha's addition would strengthen Lundberg's presence in key natural foods markets. "Tom is an experienced professional whose passion for the food industry and years of experience are a perfect match for our sales organization," said O'Donnell.

Kroha's hire coincides with the retirement of Lundberg's longtime employee Dana Tracy-Gibbens, the company's Regional Sales Manager of Rocky Mountains, Northwest and Canada for the past 12 years. Tracy-Gibbens, who has enjoyed a 30-year career in the food industry, is looking forward to relaxing with her family in Northwestern U.S.

Kroha said he applied for the position at Lundberg Family Farms because it was an opportunity to work with a company whose products and reputation he had long respected. "For 70 years, Lundberg has been using eco-positive farming methods to improve the environment," said Kroha. "The company is known for its environmental commitment, great products, and for treating people well. I am proud to be associated with Lundberg Family Farms."

Originally from the "Motor City" of Detroit, Kroha relocated to Denver, in 1981. He attended Aquinas College, where he earned his Bachelor's Degree in Sociology.

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Since 1937, Lundberg Family Farms has been producing healthy, high 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.