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NEW FROM LUNDBERG FAMILY FARMS® — SINGLE-SERVE RICE CHIPS

Made from Organic Brown Rice, Four Familiar Flavors Now in 1.5-oz Servings

RICHVALE, CA, March 28, 2012 — Lundberg Family Farms®, producer of organic rice and rice products, introduces new 1.5 oz. snack-sized Rice Chip bags.

Building on the success of their 6 oz Rice Chips bags, Lundberg created a 1.5 oz size for four of its most popular flavors so consumers can enjoy the convenience and portability of a snack-sized bag. The new snack packs are offered in a 48 case count to retailers.

- Sea Salt: The original, with the taste of sea salt and the delicious crunch of brown rice.
- Wasabi: A unique flavor sensation with the exotic, sweet heat of horseradish and mustard.
- Santa Fe Barbecue: The Southwestern taste of smoked hickory barbecue.
- Fiesta Lime: Zesty with a tangy taste of lime.

“Rice Chips are a longtime favorite with health-conscious consumers who enjoy a satisfying snack,” says Grant Lundberg, CEO of Lundberg Family Farms. “We’re now offering them in a 1.5-ounce bag for consumers who want portable convenience along with a satisfying and wholesome snack.”

The convenient, single serve rice chip bags contain 70% organic ingredients, are gluten-free, Non-GMO Verified, and carry the Whole Grain Stamp with 26 to 27 grams of whole grains per serving. They will be available to consumers at supermarkets and natural food grocers nationwide with a suggested retail price of \$1.09 each.

About Lundberg Family Farms

Since 1937, the Lundberg Family has been farming rice and producing rice products at their farms in the Sacramento Valley. Now led by its third generation, Lundberg Family Farms uses organic and eco-positive farming practices to produce wholesome, healthful rice products while protecting and improving the environment for future generations. For more information, visit www.lundberg.com or follow Lundberg Family Farms on [Facebook](#) and [Twitter](#) (@lundbergfarms).

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