



For Immediate Release
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BLOCK PARTIES RAISE FUN AND FUNDS ACROSS THE NATION

Farm Rich, Maker of Snacks that Take You Places,
Kicks Off Family Fun Trek

July, 9, 2008, St. Simons Island, GA. – Block parties are one of the most affordable and popular ways to gather friends and families together for fun. And, starting tomorrow, a new national contest is launching to give block parties funds and a fresh new feel.

This summer, Farm Rich is searching for the most exciting, fun-filled ideas to gather neighborhood communities, families and friends together to raise “fun” for a cause. Simply visit www.farmrichfun.com to enter the Block Party contest between July 15 and October 31. Enter a great party idea that will benefit a cause, family or individual in need and have the chance to win \$1500. Whether hosting a drive-in movie to benefit an ill community member, or a summer picnic filled with sack races and face painting to raise funds for a neighborhood playground, Farm Rich hopes the contest will encourage “funraisers” in neighborhoods across the country!

Farm Rich will choose the top two party ideas and winners will receive \$500 to throw the party and \$1,000 to donate to their cause of choice. The party winners will also be supplied with \$500 in product coupons for favorites such as Farm Rich Cheese Sticks, Mini-Stuffed Pizza Slices and other delicious appetizers to please their party-goers.

“At Farm Rich, we are leading innovators of snacks, appetizers and mini-meals,” said Jennifer Meetz, Senior Marketing Manager, Rich Products Corporation. “We’ve learned that moms care a lot about serving warm and nutritional meals, spending time with their families,

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and also giving back to their communities. We created the Farm Rich Block Party Program to encourage and reward families and friends joining forces to better their communities.”

Additionally, the 2008 Fun Trek offers visitors to www.farmrichfun.com the opportunity to enter for a chance to win a family trek of a lifetime to Hawaii. The grand prize winner receives a trip to The Big Island, Oahu and Maui. At each destination, the winner will embark on exciting educational activities including volcano and rainforest tours, scenic hikes through parks, snorkeling and a helicopter ride. Fifty second place winners will receive an American Express gift card with \$100 to create some family fun on Farm Rich.

Farm Rich, a brand of Rich Products Corporation, is one of the nation’s leading appetizer companies. The brand line-up includes the top-selling cheese sticks in the country, along with other favorites including mini-stuffed pizza slices, quesadillas and even all-new paninis. The brand’s products are known for their great taste and high quality ingredients including 100% real mozzarella cheese, authentic pizzeria-style dough, and even fresh bread crumbs with all-natural seasonings.

Rich Products Corporation is the founder of the non-dairy segment of the frozen food industry and a leading supplier and solutions provider to the retail, foodservice and in-store bakery marketplaces.

Rich’s posts annual sales exceeding \$2.6 billion, employs more than 7,300 people worldwide, and sells a variety of products to 73 countries.

The Consumer Brands Division of Rich Products, located on Saint Simons Island, is responsible for the successful portfolio of products sold to consumers at retail grocery and club stores nationwide for Rich Products.

In addition to Farm Rich, other brands in the portfolio managed by the

Consumer Brands Division of Rich Products include WorldCatch, the first all-natural brand of value-added seafood; SeaPak, producer of the nation's #1 selling retail brand within the frozen specialty category that has led the seafood industry for sixty years; Casa Di Bertacchi, the gold standard for authentic Italian meatballs; Byron's Authentic Bar-B-Q; and Jon Donaire, a line of delicious and decadent desserts.

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