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DELICIOUS NEW APPETIZERS MAKE BIG DEBUT

Industry leader introduces two flavorful new frozen appetizers

September 17, 2008, St. Simons Island, Ga. – With school back in session, hectic family schedules are putting pressure on family meals. But just in time, Farm Rich – a leader in product innovation – introduces two new great-tasting, frozen-food products. Announcing delicious Mini Stuffed Paninis and Mini Stuffed Quesadilla Slices, the perfect solutions for families or individuals who want easy-to-prepare meals or snacks made with quality ingredients.

The popularity of panini sandwiches continues to grow, and Farm Rich's Mini Stuffed Panini is the perfect way to enjoy the warm sandwiches as appetizers, mini-meals, or snacks on-the-go. Each Mini Stuffed Panini is made with 100% natural mozzarella, Romano, and Parmesan cheeses, layered with all-white meat chicken and crispy bacon. These premium ingredients are then seasoned with a savory artichoke pesto sauce, stuffed in an open slice of flatbread, and grilled.

Mexican food is one of the largest and fastest growing segments of the frozen snack and appetizer industry, and Quesadilla Slices are a terrific addition to Farm Rich's already successful product lineup. Starting with a thin, authentic, tortilla-style crust, each Quesadilla Slice is stuffed with a special blend of 100% natural mozzarella, cheddar, & Monterrey Jack cheeses. These premium cheeses are then layered with quartered strips of grilled, all-white-meat chicken and zesty tomatillo salsa to produce an irresistible snack or appetizer.

Farm Rich is committed to providing wholesome foods made with real ingredients. Both Mini Stuffed Paninis and Quesadilla Slices fulfill this promise. They are good sources of protein and calcium, and they contain zero trans fat.

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“Consumers today want to feel good about the foods they serve to family and friends,” said Jennifer Meetz, Senior Marketing Manager. “They are looking for meals that are easy to prepare, can be served on a variety of occasions, and contain premium, all-natural ingredients. Farm Rich’s new Mini Stuffed Paninis and Quesadilla Slices meet all three of these criteria.” The Mini Stuffed Paninis and Mini Stuffed Quesadillas are perfect for back-to-school parties with classmates, as tasty after-school snacks, or even as dinners on-the-run. And with Halloween quickly approaching, these products offer a quick and easy way to provide goblins with tasty treats that contain plenty of healthy protein. “We’re making frozen appetizers suitable for more than one occasion,” added Meetz. “Our new products offer consumers a variety of flavors and serving options, with something to please everyone.”

Both new products have up-to-date, easy-to-use packaging, too. They are part of the company’s lineup of family-sized, stand-up, re-sealable, gusseted bags.

Announcing the 2008 Farm Rich Family Fun Trek

Farm Rich recently launched the new 2008 Family Fun Trek. As part of the contest, consumers are encouraged to organize neighborhood fundraisers to benefit worthy causes. “We hope to promote “funraisers” in neighborhoods across the country,” said Meetz, “where people have fun raising funds for families and individuals in need and for other worthwhile causes.”

To enter, consumers simply send in their fundraising ideas. Farm Rich will choose the top two party ideas and award \$1,500 prizes on behalf of both – \$500 to throw the party of their dreams along with a \$1,000 donation to the cause of their choice.

Winners will also receive 50 product coupons for delicious Farm Rich products, so they

can enjoy Mini-Stuffed Pizza Slices, Mini Stuffed Paninis, Quesadilla Slices, Mozzarella Bites, Cheese Sticks and other treats at their fundraising parties.

"I'm sure we're going to see lots of creative ideas," said Meetz. "Perhaps someone will host a drive-in movie to benefit an ill community member, or maybe a family will organize a summer picnic with sack races and face painting to raise funds for a neighborhood playground."

For contest information and entry deadlines, visit www.farmrichfun.com. Visitors to the website can also enter to win a family trek of a lifetime to the Hawaiian Islands.

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About Farm Rich and Rich Products Corporation

Farm Rich, a brand of Rich Products Corporation, is one of the nation's leading appetizer companies. The brand lineup includes the top-selling Cheese Sticks in the country, along with Mini-Stuffed Pizza Slices, Quesadillas, all-new Paninis, and other favorites. The brand's products are known for their great taste and such high-quality ingredients as 100% real mozzarella cheese, authentic pizzeria-style dough, and fresh bread crumbs with all-natural seasonings.

Rich Products Corporation, the founder of the non-dairy segment of the frozen food industry, is a leading supplier and solutions-provider to the retail, foodservice and in-store bakery marketplaces. With annual sales exceeding \$2.6 billion, Rich Products employs more than 7,300 people worldwide who produce and sell a wide variety of products to 73 countries. The Consumer Brands Division of Rich Products, located on Saint Simons Island, Ga., is responsible for Rich's successful portfolio of products sold to consumers at retail grocery and club stores nationwide. In addition to Farm Rich, other brands in the portfolio managed by the Consumer Brands Division of Rich Products include SeaPak, the nation's #1-selling retail brand within the frozen specialty shrimp category; WorldCatch, the first all-natural brand of value-added seafood; Casa Di Bertacchi, the gold

standard for authentic Italian meatballs; Byron's Authentic Bar-B-Q; and Jon Donaire, an extraordinary line of delicious and decadent desserts.

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