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**RICESELECT LAUNCHES NEW MARKETING CAMPAIGN WITH  
RICHARDS/CARLBERG**

*Bringing Worlds of Flavor to Your Table*

ALVIN, TX (September TBD, 2007) – RiceSelect, the makers of the well-known Texmati® rice, has launched a new marketing campaign that consists of magazine ads, an online partnership and a redesigned web site. The new campaign, which launched in late August, communicates the flavorful, aromatic and world-cuisine nature of the RiceSelect brand through the new themeline, “Bringing Worlds of Flavor to Your Table.”

The print campaign is featured in the September, November and February issues of *Bon Appetit*, *Gourmet*, *Architectural Digest* and *House & Garden* for subscribers in the San Antonio, Baltimore and Hartford, Connecticut areas. In addition, RiceSelect recently embarked on a six-month exclusive partnership with *foodnetwork.com*, which features a RiceSelect micro site and banner. The new web site launched in late August.

“Each element of the campaign was designed to express the multi-cultural, natural and wholesome aspects of RiceSelect products,” said Louis Fernandez, marketing director of RiceSelect. “We are very happy with the results and our customers will be thrilled with our updated web site, which now offers a wealth of informative and is more user-friendly.”

Richards/Carlberg was retained by RiceSelect for this image overhaul and immediately got to work with their Spherical® branding, a process that defined RiceSelect’s positioning, personality and the desired affiliation imagery, which in turn guides the development of the overall campaign. The web site, along with magazine ads and collateral, all have a new graphic personality and use a combination of photography and illustration to create a look that is unique and relevant.

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The illustrations, by artist Diane Bigda, use a rich color palette inspired by foods that are served with rice, i.e. tomato red, eggplant purple and various shades of green, from dark spinach to lighter rosemary. The art also portrays chefs and cooks from a variety of cultures, as well as fresh foods and wine, conveying the earthy nature of many of RiceSelect's organic and whole grain products.

"The Carlberg's have enjoyed Texmati for years," added Richards/Carlberg Principal Chuck Carlberg. "Now we have RiceSelect and all of their rice and pasta brands and we're cooking with Jasmati, Kasmati and their new organic side dishes."

#### ***About RiceSelect***

RiceSelect™ is the maker of Texmati® – the first basmati rice to be successfully grown in America. Grown and packaged in the United States with inspiration from around the world, RiceSelect's other products include Jasmati®, Kasmati®, Sushi and Risotto as well as Chef's Originals®, Royal Blend®, Couscous, Orzo and Shells. RiceSelect's products can be purchased in more than 23,000 grocery stores in North America. RiceSelect is a leading developer, producer, miller and marketer of specialty consumer products. For more information and visuals, please visit us at [www.riceselect.com](http://www.riceselect.com).

#### ***About Richards/Carlberg***

Richards/Carlberg is a Houston-based affiliate of The Richards Group, the largest independent branding agency in the nation. Agency clients include the Houston Chronicle, RiceSelect, Mahindra Tractors, the Houston Airport System and Tarkett flooring. Richards/Carlberg can be found at [www.richardscarlberg.com](http://www.richardscarlberg.com).

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