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PARAMOUNT FARMS ANNOUNCES THIRD ANNUAL PISTACHIO CONFERENCE IN MONTEREY, CALIFORNIA

MONTEREY, Calif., January 5, 2010 – Paramount Farms will host the third Annual Pistachio Industry Conference in Monterey, California from March 10-12. The conference will be held at the Monterey Conference Center and will feature presentations from expert speakers in the areas of health research, food safety and global marketing.

This year's conference theme, "Get Crackin,'" recognizes the pistachio industry's first national, advertising campaign which was developed to help rebuild confidence in the category while stimulating awareness and sales.

"The industry is emerging from a challenging year, but we are coming out stronger for the experience," said Dominic Engels, vice president, global marketing, Paramount Farms. "As an industry, we have implemented improvements in our business, from growing and harvesting to food safety. These improvements have been supported by the industry's first national advertising campaign, which has successfully reminded consumers that pistachios are good and safe to eat, resulting in an unprecedented 83 percent lift in sales."

Expert Guest Speakers

On March 11 the conference will feature a presentation from Lynda Resnick, vice-chairman of Roll International, the holding company of Paramount Farms. Ms. Resnick will give a behind-the-scenes look at the inspiration and creation behind the \$15 million "Get Crackin'" campaign.

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Additional presentations will include:

- Dr. David Acheson, former director of FDA's Center for Food Safety will give a presentation on the guidelines and importance of food safety.
- Dr. James Painter, professor and chair of the School of Family and Consumer Sciences, Eastern Illinois University and a Pistachio Health Scientific Advisory Board member will present new health research on "The Pistachio Principle" and behavioral eating.
- Government relations updates by Michael Roberts, associate general counsel of government relations and international affairs, Roll International; and Craig Cooper, esquire, senior vice president, chief legal officer, Roll International.

Registration Information

To register for the 2010 Annual Pistachio Conference please contact Margo Davenport at 661-797-6741. The deadline to register is Friday, February 12, 2010. Registered attendees will have access to presentations, exhibits and the Gala Dinner on Thursday, March 11.

All proceeds from the 2010 Annual Pistachio Conference will be given to the Children's Hospital Central California in Madera. The hospital is the second largest children's hospital in the state, treating more inpatient cases than any pediatric hospital north of San Diego.

About Paramount Farms

Paramount Farms is the world's largest vertically integrated supplier of pistachios and almonds. The company's 30,000 acres of pistachio orchards, located in California's San Joaquin Valley, are the largest in the Western Hemisphere. Paramount Farms' pistachios can be found in the produce department of grocery stores nationwide sold under the Wonderful®, Everybody's Nuts!® and Sunkist® brand names. Paramount Farms is also the developer of www.PistachioHealth.com, the leading online source of information on the health and nutrition benefits of California pistachios, which serves as a resource for both consumers and health professionals.

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