

NEWS RELEASE

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SUN VALLEY RICE COMPANY ANNOUNCES STRATEGIC PARTNERSHIP WITH INTERNATIONAL TRADING COMPANY

Tokyo, Japan -- (March 24, 2010) – Sun Valley Rice Company, LLC today announced a strategic partnership with Toyota-Tsusho Corporation, one of the world’s largest trading companies. As part of the agreement, Toyota-Tsusho is acquiring a minority interest (40%) of SVR Investments, LLC (the parent company of Sun Valley Rice Company, LLC). The binding agreement has been approved by the shareholders (members) of the Sun Valley Rice Company and the Directors of the Toyota-Tsusho Corporation.

The agreement brings together two companies with industry reputations for product excellence, growth and success. After substantive discussions, the two companies have developed a comprehensive business plan to integrate their collective industry knowledge and experience, their global reach and strength, and their complementary corporate cultures and reputations to build a relationship-based supply chain.

“This partnership represents the very best of opportunities for our company, growers, customers and employees,” said Ken LaGrande, CEO of Sun Valley. “Our family is honored by the trust and confidence that Toyota-Tsusho places in our reputation and our business, and we are pleased to be bringing such a strong partner into our company.”

The partnership will focus primarily on providing value-added opportunities throughout the packaged rice food channels in North America and internationally through their combined synergies. Current management will remain in place, and the transition is expected to be seamless for growers, customers, and employees.

“We are very pleased to announce this relationship with Sun Valley Rice Company,” said Toyota-Tsusho Managing Director Makoto Hyodo. “Our companies have a shared vision for success and to continue delivering quality products to our customers through the hard work and dedication of the grower community and Sun Valley Rice employees.”

Sun Valley Rice is a leading rice milling and marketing firm in the California rice industry. It operates a state-of-the-art rice mill and dryer/warehouse in Colusa County, California. Located in the heart of California's fertile rice region, The Sun Valley Rice Co., LLC, utilizes four generations of rice industry experience and products. Its family involvement in each stage of the rice industry provides customers product knowledge and quality assurance capabilities to be ever present, ensuring consistency. Taking care of each stage of rice production and processing, from the field to the mill, allows Sun Valley Rice to oversee all aspects of quality.

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Toyota Tsusho Corporation, based in Nagoya, Japan, is one of the largest trading companies in Japan, and the 6th largest in the world. Annual sales in 2009 were \$69.8 billion (US). Toyota Tsusho's business is very diverse, spanning industrial, commercial, and consumer sectors. Business areas include industrial raw materials, agricultural products and high technology. The partnership with Sun Valley Rice will work in conjunction with Toyota Tsusho's Produce & Foodstuffs Division, with a focus on upstream business development involving the stable procurement of grains such as wheat, rice and live stock feeds such as corn and other crops.

To learn more about the two companies visit their respective websites at www.sunvalleyrice.com and www.toyota-tsusho.com.

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