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Lender's Bagels *Rolls* Out the Red Carpet...

"Lenders For Life" Contest Winner: Cynthia Cox of New Orleans

MOUNTAIN LAKES, NJ (May 2008) —Lender's Bagels recently celebrated 80 years of family, fun, tradition, and delicious memories. With that theme in mind, the favorite brand invited consumers to share in the historical celebration by entering the "Lenders for Life" contest, and Cynthia Cox of New Orleans, Louisiana has been named the winner!

Contestants were asked to submit entries sharing their most memorable Lender's Bagel memories. "80 years has provided so many memories of Lender's Bagels as part of Americana that people are anxious to share," said Ray O'Brien, Vice President of Lender's Bagels. "We received entries from Lender's consumers nationwide and the memories people shared were truly heart-warming. While everyone's entries are truly valued, Cynthia's struck a special chord with us, and we're incredibly honored to name her the grand prize winner."

Cynthia, who had her third child on March 26th, just days before finding out about her win, will receive a luxurious spa day at a premier spa, as well as a Lender's For Life "lifetime supply" of bagels (ARV \$2,000) to ensure that Lender's remains a part of her and her family's life for at *least* the next 80 years.

"When I came across this contest, I knew I had the perfect memory to share," said grand prize winner, Cynthia Cox. "We love Lender's Bagels so much, and they've been a part of our family for a very long time-- we go through at least one bag per week! When we were struggling with the aftermath of Hurricane Katrina, and being removed from our home, Lender's was really there to remind us what home feels like. My daughter is so excited about free Lender's Bagels!"

For more information and media inquiries, please contact Lee Makofsky at 973.744.0707 or Lee.mako@bhgpr.com

The “Hole” Story

When he started boiling and baking bagels in the garage behind their family home in New Haven, CT, Harry Lender brought a bit of the old world to the new. Coming from a small town in Poland, his aspirations were to put a roof over his head and feed his family. Little did Mr. Lender know back in 1927 that he would start a bagel revolution and have his name reside in the grocery aisles of almost every town in America, making Lender’s THE name that consumers across the country associate with bagels.

Today, Marvin Lender of Woodbridge, CT, son of founder Harry Lender, is delighted that Pinnacle Foods is so excited by the wildly popular brand: “I am very pleased to see the marketing support that Pinnacle Foods is giving to the Lender’s brand that consumers have identified with for 80 years. The brand continues to represent quality and confidence in a long standing family name.”

Lender’s Bagels is a product of Pinnacle Foods Group Inc., a leading marketer and manufacturer of branded food products. Pinnacle is known for new product innovation and commitment to growth and has a strong line-up of products sold in grocery stores under leading brands including Hungry-Man®, Swanson®, Aunt Jemima®, Celeste®, Mrs. Paul’s®, Van DeKamp®, Vlasic®, Duncan Hines®, Log Cabin®, Mrs. Butterworth’s®, Open Pit® and Armour®

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