



FOR IMMEDIATE RELEASE

For More Information Contact:

Lee Makofsky
Bender Hammerling Group
(973)744-0707
Lee.Mako@bhgpr.com

**LENDER'S BAGELS HOSTS BAGEL BREAKFAST
AND SPONSORS CARL LENDER AND TEAM
IN 2010 ZIMMERMAN MS BIKE RIDE**

*Breakfast April 17th from 5:00 – 7:00 a.m. at Maroone Start/Finish
Village at Homestead-Miami Speedway;
Ride Benefits National Multiple Sclerosis Society*

MOUNTAIN LAKES, NJ (April 2010) —**Lender's Bagels**, the brand that “bagelized” America in 1927, pays homage to the family that started it all by sponsoring Carl Lender—grandson of founder Harry Lender—and his team in the 2010 Zimmerman MS Bike Ride. **Lender's Bagels** will also host a free bagel breakfast at the starting line at Homestead-Miami Speedway to ensure that all participants start the ride off on the right foot!

Lender's Bagels, which is owned by NJ-based Pinnacle Foods Group, Inc., has donated beautiful new uniforms to Carl Lender of Hollywood, FL and a team of 20 riders, each of whom has raised at least \$300, all of which benefits the South Florida Chapter of the National Multiple Sclerosis Society.

“It is going to be a thrill to ride on behalf of the company that my family started 83 years ago, with people who share my love of riding,” says Carl Lender. “Besides baking America's favorite bagels, people who know the company know its long history of community involvement, and providing breakfast to all the riders is very much in keeping with the way my family operated the company. My father, Murray Lender, who was the face of Lender's Bagels for many years, is a part-time resident in South Florida and will be at the Key Largo Finish Line where he'll see the Lender's team in full uniform for the first time—I think he is the only person who will be more thrilled than I am!”

The **Lender's Bagel Breakfast** will take place at the Maroone Start/Finish Village at Homestead-Miami Speedway from 5:00 a.m. until the ride begins at 7:00 a.m., which more than 3,000 people are expected to attend. Riders and spectators will enjoy a variety of **Lender's Bagels** including favorites like *Plain* and *Onion*, healthful flavors like *Whole Grain*

Plain and Whole Grain Multi-Grain and NEW Little Lender's Plain and Cinnamon Raisin bagels and 100 Calorie Plain bagels and. For more information on these and other **Lender's Bagels** products, go to www.lendersbagels.com.

"It is extremely important to the **Lender's Bagels** brand to stay in touch with the family who started it all and also to serve the community whenever possible," says **Lender's Bagels** Vice President Ray O'Brien. "Being a part of the Zimmerman MS Bike Ride allows us to do both and we're really honored to be able to be there."

The MS Bike Ride is the ultimate two-day fundraising bike ride organized by the National MS Society, South Florida Chapter. During this two-day event cyclists take a 150 mile journey from the Maroone Start/Finish Village at Homestead-Miami Speedway to Key Largo and back. With an average of over 2,500 cyclists, 700 volunteers and numerous sponsors, the MS Bike Ride is one of the biggest and best in all of Florida!

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

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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.

Lender's Bagels is a product of Pinnacle Foods Group Inc., a leading producer, marketer and distributor of high-quality branded food products, many of whom have been trusted household names for decades. Headquartered in Mountain Lakes, NJ, our \$2.6B business employs more than 4,500 people in 19 sites around North America. We are a leader in the dry and frozen foods segments and our brands hold the #1 or #2 market position in 9 out of 12 major category segments in which they compete. Our dry foods brands consists primarily of Armour® canned meats, Bernstein's® and Nalley® salad dressings, Comstock® and Wilderness® delicious pie fillings and toppings, Duncan Hines® baking mixes and frostings, Log Cabin® syrups and pancake mixes, Nalley® and Brooks® chili and chili ingredients, Mrs. Butterworth's® syrups and Open Pit® barbecue sauces, snacks from Tim's Cascade Snacks®, Snyder of Berlin® and Husman®, and Vlastic® pickles, peppers and relish. The frozen foods brands consists primarily of Aunt Jemima® frozen breakfasts, Birds Eye®, Birds Eye Steamfresh®, Birds Eye Voila!®, Celeste® frozen pizza, C&W® (California & Washington) and McKenzie's®, Freshlike®, Lender's® bagels, Swanson® and Hungry-Man® frozen dinners and entrees, Van de Kamp's® and Mrs. Paul's® frozen seafood, and Birds Eye Fresh®, a premium line of fresh vegetables.