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**DENISE LAROCHE OF HUDSON, NEW HAMPSHIRE
NAMED GRAND PRIZE WINNER OF LENDER'S®
“NOW THAT’S A BAGEL” CONTEST**

MOUNTAIN LAKES, NJ (March 2009)—Lender’s® Bagels—America’s favorite, authentic bagel—recently called out to consumers nationwide to create and submit their own personal recipe for how to make a **Lender’s Bagel** the best it can be. The verdict is in and Denise LaRoche of Hudson, New Hampshire has created the winning recipe: *Country Apple Wagon Wheels!*

Denise LaRoche, 50, is a Passport Specialist at the National Passport Center in Portsmouth, New Hampshire. She has two daughters and can often be found in the kitchen creating new recipes. Denise and her husband enjoy attending car shows and they love to travel...especially to the Caribbean to snorkel!

“Denise’s recipe for Country Apple Wagon Wheels was such a creative way to use Lender’s Bagels,” said Brand Manager Terri Barberi. “It was clear that she put a lot of time and energy into creating a unique and really fun recipe!”

As the winner of **Lender’s “Now That’s A Bagel Contest,”** Denise’s grand prize includes a luxurious spa day at a premier spa location, as well as a one year supply of Lender’s Bagels (ARV \$1,000).

“I am thrilled to have won **Lender’s ‘Now That’s a Bagel Contest’**” exclaimed LaRoche. “I absolutely love to cook and create new recipes, and I’ve been eating **Lender’s Bagels** since I was a little girl so this is really exciting for me.”

For interview requests and art work, please contact Lee Makofsky at 973.744.0707 or lee.mako@bhgpr.com. For more information on Lender’s Bagels, please visit www.lendersbagels.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 Group is so excited by the wildly popular brand: “I am very pleased to see the marketing support that Pinnacle Foods Group is giving to the Lender’s brand that consumers have identified with for 82 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 LLC., 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 Vlasic® Pickles, Lender’s® Bagels, Hungry-Man® Entrées, Armour® Canned Meats, Swanson® Frozen Meals, Aunt Jemima® Frozen Breakfasts, Celeste® Pizza, Mrs. Paul’s® Seafood, Van de Kamp’s® Seafood, Duncan Hines® Baking Mixes and Frozen Brownies, Log Cabin® Syrup, Mrs. Butterworth’s® Syrup and Open Pit® Barbeque Sauce.

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