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LENDER'S BAGELS RECONNECTS WITH LENDER FAMILY AT 2010 ZIMMERMAN MS BIKE RIDE

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

Lender's Bagels donated beautiful new branded uniforms to Carl Lender and a team of 20 riders, each of whom raised at least \$300, all of which benefited the South Florida Chapter of the National Multiple Sclerosis Society.

“Our uniforms were by far the best of any at the race and everyone who rode under the Lender's banner was thrilled to be part of this, said Carl Lender. “People who know the company know its long history of community involvement, and providing the uniforms and the bagel breakfast was very much in keeping with the way my family operated the company.”

The **Lender's Bagel Breakfast**, which kicked off the ride on Saturday morning, served more than 3,000 riders and spectators. Everyone enjoyed a variety of offerings 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*.

“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,” said **Lender's Bagels** Vice President Ray O'Brien. “Being a part of the Zimmerman MS Bike Ride allowed us to do both and we were honored to be a part of it.”

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!

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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 Vlasic® 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.