

News



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EARTHGRAINS® BREAD ANNOUNCES CONTRIBUTION TO THE NATURE CONSERVANCY IN CELEBRATION OF EARTH MONTH

DOWNERS GROVE, Ill. (April 2, 2009) – *EarthGrains* bread today announced it will make a \$100,000 contribution to a leading international conservation group, The Nature Conservancy, to support the protection of the world's lands and waters. The relationship, which will begin in April 2009 and run through April 2010, will include local market events, consumer education efforts and The Nature Conservancy logo and information on *EarthGrains* product packages. *EarthGrains* is best known for a 100% whole grain, 100% natural line of breads that were introduced in early 2007.

“The Nature Conservancy is a perfect fit for *EarthGrains* as we look to help protect the lands where our grains are grown,” said Tim Zimmer, vice president, marketing, *EarthGrains* brand bread. “Consumers love and trust the *EarthGrains* brand because of its 100% natural, great-tasting ingredients and whole grain nutrition. Our donation to The Nature Conservancy reflects our interest in ensuring we have high-quality grains for years to come.”

As part of its year-long recognition of The Nature Conservancy, *EarthGrains* will help tell the organization's story:

- *EarthGrains* will debut new packaging on select products that includes information about its proud support of The Nature Conservancy, the organization's logo and its mission.

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- In-store promotional materials will be available to consumers along with branded store events in select markets. Consumers who participate will receive a free reusable shopping bag with their *EarthGrains* purchase that can be used for future grocery store trips to reduce the use of disposable plastic bags.
- The *EarthGrains* website, www.earthgrains.com and The Nature Conservancy website, www.nature.org, will give consumers the opportunity to learn more about how they can help protect the earth's natural resources.

Earthgrains will also support a variety of local efforts in Earth Month 2009 to educate the public about the importance of land preservation and restoration:

- **North Carolina 2009, “Charlotte Clean and Green” on April 17 and 18** – This green living event is in partnership with the City of Charlotte, Sierra Club, US Green Building Council and Central Piedmont Community College to promote greener lifestyles in NC's largest urban region.
- **Charleston Earth Day Fest with the South Carolina Chapter of The Nature Conservancy and Charleston County Recycling on April 18** – This event is meant to increase awareness about environmental issues, celebrate the area's environmental community and highlight recent environmental challenges and successes.
- **Georgia Chapter of The Nature Conservancy, “Hoochie on the Coochie” on April 24** – This is one of the region's most renowned environmental events on the Chattahoochee River that will raise money to protect lands and waters throughout the state.
- **California State Parks Earth Day 2009 Restoration & Clean Up on April 25** –Thousands of volunteers will plant trees, restore trails and wildlife habitats and clean up beaches and park lands at 29 different sites throughout the state.

“The *EarthGrains* donation will help the Nature Conservancy continue its programs, enabling us to preserve healthy ecosystems that support people and host the diversity of life on Earth,” said Valerie Dorian, director of marketing, The Nature Conservancy. “The *EarthGrains* relationship also gives us the opportunity to share our message in a unique and meaningful way.” *EarthGrains* breads are available regionally.

The suggested retail price is \$2.79 - \$4.49 depending on the region of the country.

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About The Nature Conservancy

The Nature Conservancy is a leading conservation organization working around the world to protect ecologically important lands and waters for nature and people. To date, the Conservancy and its more than one million members have been responsible for the protection of more than 18 million acres in the United States and have helped preserve more than 119 million acres in Latin America, the Caribbean, Asia and the Pacific. Visit The Nature Conservancy on the Web at www.nature.org.

About EarthGrains

The *EarthGrains* brand is synonymous with whole grain nutrition and taste through its line of 100% Natural 100% Whole Grain Breads. Varieties include *EarthGrains* 100% Whole Wheat; *EarthGrains* 100% Natural Wheat Berry with Honey; and *EarthGrains* 100% Natural 7-Grain. The breads contain no artificial colors, artificial flavors or chemical preservatives. *EarthGrains* also re-introduced Double Fiber 100% Multigrain and Double Fiber Whole Wheat Bakery Bread in November 2008. *EarthGrains* supports the protection of lands and waters through a donation to The Nature Conservancy and participates in other local efforts to benefit the environment. For further information visit www.earthgrains.com

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