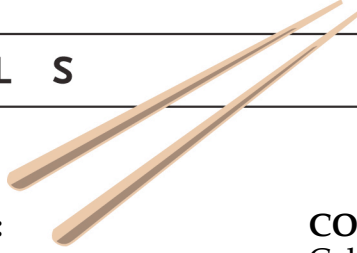


SUSHI MASTERS

F I N A L S

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Tickets on sale now for California's ultimate sushi showdown

Sacramento, Calif. --- The field of chefs is set and final preparations are being made for the 2008 SushiMasters State Finals Competition, which promises to be a spectacular evening filled with intense competition, food and entertainment.

Tickets are now on sale for the event, which will be held on June 10, 2008, from 5:30 p.m. to 8:30 p.m., at the Sacramento Convention Center. Tickets are \$65 each, and a portion of proceeds will benefit the Wakamatsu Tea and Silk Colony Project, which seeks to preserve the first Japanese settlement in California. Tickets may be purchased through SushiMasters.com, tickets.com or charge by phone at (800) 225-2277.

During the past year, six of California's best sushi chefs emerged victorious from regional competitions throughout the state. On June 10 they will participate in an intense, forty-five minute, professionally-judged, live competition for the coveted title of SushiMaster and other cash awards.

The 2008 SushiMasters State Finals offers much more for attendees. Regarded as one of California's premiere celebrations of Japanese cuisine and culture, the evening festivities will also feature a reception-style sampling of sushi and various, popular Japanese dishes. There will be sake tasting available for guests 21 and over, as well as cultural entertainment.

The event is presented by the California Rice Commission, which developed SushiMasters to honor the enormous contribution the Japanese community has made to California. Fittingly, every piece of sushi in the United States is made from California rice – a premium medium-grain variety found only in the Sacramento Valley.

More detailed event information and a history of sushi in California can be found at www.sushimasters.com.

For media inquiries, please contact Jim Morris of the California Rice Commission at (916) 387-2264 or jmorris@calrice.org.