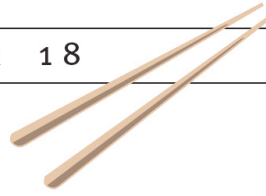


SUSHI MASTERS

SEPTEMBER 18 2006



FOR IMMEDIATE RELEASE

June 8, 2006

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**Save the Date for the California Rice Commission's
2006 SushiMasters California Statewide Sushi Competition**

Second annual live sushi rolling competition among California's top sushi chefs

(SACRAMENTO, CA) – The second annual California Rice Commission SushiMasters competition, to be held Monday, September 18, 2006 at the Memorial Auditorium in Sacramento, CA, will feature a live sushi rolling competition among the state's top sushi chefs and the presentation of the 2006 Culinary Innovator Award to Chef Nobu Matsuhisa. The event will also include a mini-competition among local celebrities, sake tasting and sushi prepared by Zen Toro. The event celebrates sushi cuisine – from traditional styles to more innovative creations – and features California rice, which is used in every piece of sushi made in the United States. Competition finalists will be announced in late June. Tickets are \$50 each and go on sale July 17. **For more information visit the website at www.sushimasters.com.**

WHO

Ellen Terpstra, VIP Reception keynote speaker

Deputy undersecretary for Foreign Agricultural Services, USDA

Chef Nobu Matsuhisa, 2006 Culinary Innovator Award recipient

Master sushi chef and owner, Matsuhisa and sushi restaurants on three continents

Chef Taro Arai, Mini Competition guest emcee

Executive chef and owner, Mikuni Japanese Restaurant and Sushi Bar

WHAT

2006 SushiMasters California Statewide Sushi Competition

WHEN

Monday, September 18, 2006

WHERE

Memorial Auditorium
1515 J Street, Sacramento, CA

Media interested in attending should contact the CRC in advance at 916/929-2264 or bhoran@calrice.org.

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The California Rice Commission represents the entire California rice industry, the largest producer of medium grain japonica rice, the variety of rice found in every piece of sushi served in the United States today. For chefs and foodservice professionals, the California rice industry provides high-quality rice used in sushi and a variety of international cuisines. For more information visit the website at www.calrice.org.

