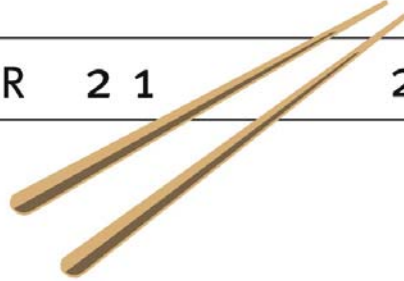


SUSHI MASTERS

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Contact: Elizabeth Horan
Communications Manager
California Rice Commission
Phone: 916/929-2264
Cell: 916/205-5395
bhoran@calrice.org

Sushi Masters Launches Website

New website the first online resource for sushi cuisine and the California rice industry

SACRAMENTO, CA - The California Rice Commission announces the launch of the 2005 Sushi Masters First Annual California State Sushi Competition website (www.sushimasters.com). Designed to provide comprehensive information about the September 2005 competition in Sacramento, the website also celebrates the arrival of sushi in the United States almost 50 years ago.

The user-friendly website features sections about the competition, sushi cuisine, and captures one of the most comprehensive written histories about the arrival of sushi in Los Angeles in the early 1960s.

The website is an important resource for the event, continually updated as information is released. Visitors to the website will also find the sushi history evolving as sushi pioneers are located and their stories collected.

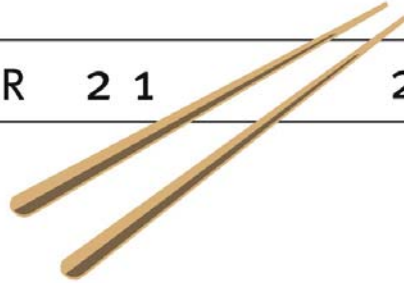
About the Sushi Masters First Annual California State Sushi Competition

Eight of California's top sushi chefs will travel to Sacramento on September 21, 2005 to compete in the California State Sushi Competition. The chefs have been chosen from the among the top sushi restaurants in Sacramento, San Francisco, Los Angeles and San Diego.

The centerpiece of the event is the "Sushi Master" competition, which will take place in front of a live audience and be judged by high-profile culinary experts and state leaders. This event will also highlight the history of sushi in the U.S. and will honor the Japanese sushi chefs who first brought

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sushi to the United States. Rocky Aoki, Michael McCarty and Mark Peel will be on hand to help celebrate this first-of-its kind event.

(more)

About the California Rice Commission

The California Rice Commission represents the entire California rice industry, including all rice growers and handlers who farm and process rice produced on approximately 500,000 acres annually. California is 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.

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