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Media Contacts:

Doug Radi
Rudi's Organic Bakery
720-974-4687 (office)
720-339-1639 (mobile)
dradi@charterbaking.com

Dayna Davis
Linhart Public Relations
303-951-2564 (office)
719-237-4678 (mobile)
ddavis@linhartpr.com

**Rudi's Organic Bakery and Applegate Farms to Give Away
Ultimate Green Block Parties through the Rock the Block Sweepstakes**

*Three lucky winners will get a new Grill Dome ceramic cooker and all the
other supplies needed for an earth-friendly block party*

Boulder, Colo. – (April 30, 2010) – Rudi's Organic Bakery, Inc., the nation's largest certified-organic bread brand, today announced it has partnered with Applegate Farms to help three lucky winners rock their neighborhood with an eco-friendly block party this summer. Through the sweepstakes, three winners will receive a block party for up to 50 people that includes Applegate Farms hot dogs and hamburgers, Rudi's Organic Bakery hot dog and hamburger buns, a Grill Dome ceramic cooker, Izze beverages, Clementine Art supplies for the kids, a Nature Mill Compost bin, Eco-Products compostable supplies, an iPod Nano loaded with Boulder-Colo.-based ETown's compilation CDs, and \$200 cash. Entries will be accepted online at www.rocktheblock2010.com from May 1 to July 5, 2010.

The "Rock the Block" sweepstakes celebrates Rudi's Organic's long heritage of doing the right thing, whether that be through baking bread a brighter way using simple, organic ingredients and no artificial flavors, preservatives, high fructose corn syrup or trans-fats, or through the company's various sustainability initiatives. From its products to its sustainability and community support programs, Rudi's Organic is passionately committed to healthy people, a healthy planet and healthy communities.

"The 'Rock the Block' sweepstakes celebrates three things we love – summer grilling with delicious organic foods, spending time with family and friends, and educating people about helping the environment," said Doug Radi, vice president of marketing at Rudi's Organic. "In addition to hosting a block party for their neighbors, friends and family, each winner will also help spread awareness of the ease and importance of practicing sustainability in everyday activities, like hosting a BBQ."

Rudi's Organic has a long history of demonstrating leadership in sustainability from being a pioneer in the use of organic ingredients in bread starting in 1991, to being responsible for converting more than 22,000 acres of cropland to organic thus reducing the amount of herbicides, pesticides and petro chemicals in the ground. In 2008, Rudi's embarked on a plastic reduction program that eliminated the amount of plastic in its bags. The result was an annual reduction of more than 82,000 pounds of polyethylene or the equivalent of a 10-inch-wide sheet of plastic that could stretch from New York to Los Angeles. In 2009, in conjunction with its landlord, the University of Colorado, Rudi's Organic installed solar panels on the roof of its Boulder manufacturing facility, resulting in an offset of 15-20 percent of its energy use with renewable solar energy. In 2010, Rudi's Organic will continue to announce and rollout a number of new initiatives as its "Rudi's Green Team" continues the company's legacy in sustainability.

The "Rock the Block" sweepstakes is open to all U.S. residents 18 years or older. Winners will be contacted by July 23, 2010, and must host their block parties by Sept. 30, 2010.

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About Rudi's Organic Bakery, Inc.

Rudi's Organic Bakery, Inc., founded and headquartered in Boulder, Colo., is the nation's largest brand of USDA certified organic breads. Rudi's Organic Bakery has a long history of baking bread a better and brighter way, by using simple organic ingredients that contain no artificial ingredients, preservatives, high fructose corn syrup or trans-fat. Since 2005, Rudi's Organic has been a part of Charter Baking Company, Inc., a portfolio company of Charterhouse Group, Inc. Rudi's Organic is a premier organic brand with distribution throughout the U.S. in both natural foods stores and mainstream supermarkets. Founded in 1976, Rudi's Organic offers small batch organic artisan breads, sliced sandwich breads, wide pan sandwich breads, hamburger and hot dog buns, wraps and a popular line of organic spelt breads, buns and tortillas. For more information about Rudi's Organic Bakery, visit www.rudisorganicbakery.com.

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