

11 February 2011

Dear Shareholder and Grower,

RE: SIGNIFICANT IMPROVEMENT TO THE OFFER BY EBRO FOODS

I am pleased to announce that SunRice and Ebro Foods S.A. (**Ebro**) have agreed to extend and improve the paddy purchase commitment to rice growers.

Following the visit to the Riverina by the Chairman of Ebro, Antonio Hernandez to meet shareholders, and further negotiations with SunRice, Ebro has agreed that the paddy purchase commitment will be extended from five to seven years. After the seventh year, and in the absence of a material adverse change in business or regulatory conditions, the commitment will automatically roll over for another seven year period.

This extended commitment will provide growers with greater certainty over the purchase of their crops and the price to be paid by Ebro. In fact, the revised seven year rolling commitment will provide greater certainty to growers than the SunRice Board could give under current circumstances.

The extension is good news for SunRice shareholders, who will vote in May on whether to accept an offer from Ebro worth \$600 million, which values A-class shares at \$50,000 and B-class shares at \$5.025.

Ebro has also reaffirmed the setting up of a Grower Advisory Board, with a grower chairman, to monitor the implementation of the pricing agreement.

Shareholders will receive detailed documentation in April, including a report from an independent expert on the Ebro offer, plus further information on the paddy purchase commitment and its terms and conditions.

In the meantime, if you have any questions or comments about the offer, please contact one of the Directors or call Grower Services on 1800 654 557 or 02 6953 0436.

The changes agreed to by SunRice and Ebro are reflected in an Amended and Restated Scheme Implementation Agreement which is available on NSX and will be available on SunRice's website.

Yours sincerely,



Gerry Lawson
Chairman