

MEDIA RELEASE

SunRice appoints Chief Executive Officer

Leading Australian branded food business, SunRice, today announced the appointment of Rob Gordon as Chief Executive Officer.

SunRice Chairman Gerry Lawson said Mr Gordon brought more than 25 years of senior strategic experience to the role, including an outstanding track record of growth and innovation across the food and agribusiness sectors in Australia, Asia and Europe.

“We are very excited to welcome Rob to SunRice,” said Mr Lawson.

“He has successfully led transformational change and growth in each of his previous roles and has a clear passion for innovation and regional Australia that is aligned with our values.

“As one of the few large Australian-owned food businesses, we have a unique opportunity to build on our heritage, relationships and experience to leverage what is already a magnificent company.

“Rob will work closely with our senior managers to expand SunRice’s Australian and global businesses, drive operational efficiencies and address the company’s gearing, while maximising returns for our shareholders and growers. We look forward to working together.”

Most recently, Mr Gordon was the President South-East Asia and Senior Vice President of Viterra. Significantly, he led the business in Australia and New Zealand immediately following the acquisition of ABB, delivering the early achievement of predicted synergies and consecutive years of record profitability.

Prior to that Mr Gordon was the CEO and Managing Director of Dairy Farmers Pty Ltd and previously held senior executive positions with Goodman Fielder and international FMCG company, Unilever.

Mr Gordon will be based in Sydney and will take up the role of SunRice CEO in February 2012.

Media inquiries:

Angela Wakeman

Contact: 02 6953 7382 / 0427 728 245 / angela@saucecommunications.com.au

About SunRice

Ricegrowers Limited, trading as SunRice, is Australia’s leading branded rice food company, with products marketed in close to 60 countries around the globe. Information – www.sunrice.com.au