

Mission Foods' New Partnership Tackles Childhood Obesity

Tortilla giant partners with TV Chef Marvin Woods'

"Droppin' Knowledge with Chef Marvin Woods" program along with the Atlanta Hawks & Thrashers to educate metro Atlanta students about healthy living

IRVING, TEXAS, January 2008 – Mission Foods, one of the largest tortilla producers in the United States, and Atlanta-based TV Chef Marvin Woods have joined forces to battle childhood obesity and other kids' health issues by incorporating the "Droppin' Knowledge with Chef Marvin Woods" into the Atlanta Hawks & Thrashers School Assembly program. Together, they will deliver healthy eating tips and recipes to students throughout metro Atlanta. The partnership is an extension of the Atlanta Hawks & Thrashers existing "1, 2, 3...Healthy Me" program, which teaches children the importance of reading, healthy eating and staying fit. This is the first time that a major food brand, a celebrity chef and Atlanta professional sports teams have come together to bring this type of programming to Atlanta school children.

The Droppin' Knowledge with Chef Marvin Woods and 1, 2, 3...Healthy Me joint programs kick off

January 29, 2008 at 9:00 a.m. at the Galloway School in Atlanta. Two more programs will take place February and March in recognition of National Nutrition Month. Targeting elementary schools in the Metro Atlanta area, the Hawks & Thrashers school assembly program is conducted in over 50 schools this season. As part of the three joint school assemblies, Chef Marvin will 'drop knowledge' on how foods and new flavors can make eating fun, exciting - and healthy - for kids and their families. He also will showcase simple yet nutritious recipes using Mission Foods tortillas.

"We were very eager to partner with Chef Marvin and support his mission to teach students the keys to better living through food," says David Garrett, Mission Foods Vice President of Marketing. "Our multi-grain and 96% fat free heart healthy tortillas are perfect for kid-friendly meals and the inventive recipes of Chef Marvin."

Childhood obesity is on the rise, affecting nearly 25 million kids and teens in the U.S., (Robert Wood Johnson Foundation). Mission Foods & Chef Marvin believe there are simple steps that every family can adopt to live and eat better.

In response to the escalating crises of childhood obesity and other children's health issues, Chef Marvin developed the Droppin' Knowledge with Chef Marvin Woods program with the support of the Atlanta Public School System, engaging students in round table discussions to learn about their eating habits and share new ways to improve how and what they eat.

A Droppin' Knowledge with Chef Marvin Woods workbook will be handed out at each of the school assemblies, which will include Chef Marvin's grocery list, 'in the know' fun food facts and two fun recipes every family should have to make delicious and nutritious meals. Tortillas are a favorite among kids and Chef Marvin has created easy-to-make recipes, like the Smoked Turkey, Red Delicious Apple and Cottage Cheese wrap. Starting in February, kids and their families can log onto Mission Food's website, missionmenus.com to see Chef Marvin preparing that recipe and a other simple and healthy recipes using Mission Foods tortillas. Missionmenus.com already provides moms with simple yet healthy and time-saving recipe ideas the entire family will enjoy.

Chef Marvin Woods has 24 years of experience at some of the country's most acclaimed restaurants, including The Sea Grill at Rockefeller Center, Café Beulah in New York and Savannah and The National Hotel in South Beach. He is best known through Turner South's wildly popular "Home Plate." He has been featured on the CBS Early Show, CNN and the Discovery Channel as well as in *O Magazine*, *Southern Living* and *Food & Wine*.

Mission Foods' collaboration with Chef Marvin demonstrates the innovative thinking that is at the heart of the Mission's culture. The alliance offers a unique opportunity to enhance the Mission brand, while encouraging new and inventive uses for its extensive line of tortillas.

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About Mission Foods

Mission Foods, headquartered in Irving (Dallas area), Texas and Gruma SAB, a Mexican corporation, was founded in 1949, and is one of the largest tortilla manufacturers in the United States. Gruma S.A. de C.V. is the parent company of Mission Foods (Gruma Corporation) and is a leading Mexican producer of corn masa flour and tortilla products. It has operations in Mexico, the United States, Central and South America, Europe and Asia. For more information, please visit www.missionmenus.com.

Droppin' Knowledge™ with Chef Marvin Woods

Droppin' Knowledge with Chef Marvin Woods is a wellness program designed to help kids and their families live better – through food. Created by Chef Marvin Woods, Emmy® Award-nominated host of Turner South's wildly popular *Home Plate* and author of heralded cookbooks, *Home Plate Cooking (Rutledge Hill)* and *The New Low Country (William Morrow)*, Droppin' Knowledge with Chef Marvin Woods espouses, "The More We Know, the Better We'll Eat." The program aims to unify the entire community (parents, teachers, corporations, government leaders, food companies) in an entertaining and motivating way to make a positive difference in the overall health of children, including childhood obesity and teenage diabetes. Droppin' Knowledge with Chef Marvin Woods began in select Atlanta Public Schools (APS) in November 2006 and expanded into all APS high schools in September 2007 through a partnership with Sodexo USA. For more information on Droppin' Knowledge with Chef Marvin Woods, go to www.marvinwoods.net or call 404-606-0611.

1, 2, 3...Healthy Me

The Atlanta Hawks & Thrashers joined forces to create an exciting school assembly program that focuses on the importance of reading, healthy eating habits and staying fit! Targeting elementary schools in the Metro Atlanta area, the 45-minute program features Hawks and Thrashers staff, dance team members and mascots. Each participating school receives a donation of 50 books for the media center and each student receives a Healthy Me book and vouchers for two free tickets to a Hawks and Thrashers game. In 2006-07, 70 assemblies were conducted reaching 41,000 students. For more information go to www.hawks.com or www.atlantathrashers.com.