**EBRO CONCLUDES PURCHASE OF THE DEOLEO RICE BUSINESSES**

**Madrid, 15 September 2011.** Ebro Foods and Deoleo signed today an agreement for the purchase of the SOS brand worldwide, the assets of the Spanish SOS rice business and the Netherlands companies operating the rice business in that country under the brand Lassie. This, together with the purchases already finalised of the Saludaes brand in Portugal and the rice businesses in USA and the Middle East through American Rice Inc., concludes the purchase by Ebro of the Deóleo rice businesses.

The principal rice brands of Ebro in Spain will now be SOS, Brillante, La Fallera, La Cigala and Rocío, with an overall market share of almost 24% in volume and 32% in value in the domestic distribution sector.

Ebro ([www.ebrofoods.es](http://www.ebrofoods.es)) is the leading Group in the Spanish food sector in terms of turnover, profit, market capitalisation and international presence. Ebro is world leader in the rice sector and the second group in the international pasta sector. It has leading brands in each of these sectors, including: Panzani®, Ronzoni®, Skinner®, Healthy Harvest®, American Beauty®, Saint Giorgio®, Catelli®, Lancia®, Birkel®, 3 Glocken®, Schuele®, Minuto® and Nudel Up® in pastas and sauces; and Mahatma®, Success®, Carolina®, Minute Rice®, Lustucru®, Taureau Ailé®, Oryza®, Bosto®, Reis-Fit®, Riceland®, Danrice®, Risella®, Brillante®, Nomen®, La Cigala® and La Fallera® in the rice sector.

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