



FOR IMMEDIATE RELEASE
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FEBRUARY 15TH DEADLINE NEARS FOR RIVIANA FOODS' SCHOLARSHIP PROGRAM
Six Miami Area High School Students Will Each Be Awarded \$2,000 Scholarships in May 2007

Houston, TX – Riviana Foods Inc. announced today that the application deadline for its Mahatma® Rice Scholarship is February 15, 2007. The company will provide scholarships in the amount of \$2,000 to six outstanding Miami area high school seniors. To apply, students should visit www.mahatmarice.com/scholarship.

Nationwide, Riviana, through the 2006-2007 Mahatma Rice Scholarship Program, along with program partner Univision Radio Network, will award \$52,000 in educational scholarships to 26 students at special award ceremonies honoring the students and their families in May 2007.

“Each year we are extremely impressed by the caliber and maturity of the scholarship applicants,” said Alfredo J. Gomez, senior product manager for Mahatma Rice. In the past 19 years, Riviana Foods has awarded more than \$500,000 in scholarships to 243 students who are earning or have earned college degrees. Recipients have attended such institutions as Dartmouth, Stanford, Brigham Young University, UCLA, USC, University of California at Berkley, M.I.T., Rice University and the University of Miami.

“For many families, a college education is one of the largest financial investments they will ever make,” said Gomez, who has been directing the scholarship program for the past 18 years. “We urge parents, teachers and counselors to encourage seniors to apply for scholarship funds such as those offered by Mahatma Rice to help offset higher education expenditures.”

To apply, students must complete an application and write an essay of 150 to 250 words, in English or Spanish. This year’s essay topic is “Explain the personal challenges, other than financial, you expect to overcome in college.” Twenty finalists will be chosen from the essays submitted. A panel of judges will interview finalists and select six winners, based on conciseness, content, originality and grammar.

**Scholarship Details
At-a-Glance**

- Six \$2,000 scholarships
- Limited to high school seniors in the Miami Area
- 150-250 word essay, in English or Spanish: “Explain the personal challenges, other than financial, you expect to overcome in college.”
- Application deadline: February 15, 2007
- To apply, visit: www.mahatmarice.com/scholarship (website also provides links to other resources for college scholarships and financing)
- Applications may also be obtained through college advisors or by calling Madelaine Lamela at Univision Radio at 305-447-1140.
- Mail completed application and essay to: The Mahatma Rice Scholarship Program, 75-22 37th Ave., Jackson Heights, NY, 11372.

- more -

February 15th Deadline Nears
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Application Information

Students can obtain information about the Mahatma Rice Scholarship Program three ways:

- By visiting www.mahatmarice.com/scholarship,
- By requesting application forms for the Mahatma Rice Scholarship program from their college advisor; or
- By contacting Madelaine Lamela at WQBA/WAMR/WRTO Radio at 305-447-1140.

Scholarship Guidelines

Eligible students must be high school seniors currently attending a Miami Area high school. Essays of 150 to 250 words, typed or printed clearly, may be submitted in English or Spanish and will be judged on conciseness, creativity, originality and grammar. Essays and completed application forms must be sent by regular mail only (no certified mail, email or overnight services) and postmarked no later than February 15, 2007 to: The Mahatma Rice Scholarship Program, 75-22 37th Avenue, #224 Jackson Heights, NY 11372.

Based in Houston, Texas, Riviana Foods Inc. (www.riviana.com) is one of the largest processors, marketers and distributors of branded and private label rice products in the United States. Principal brands include Mahatma® (www.mahatmarice.com), Success® (www.successrice.com), Minute® (www.minuterice.com), Carolina® (www.carolinarice.com), WaterMaid® (www.watermaidrice.com), River® (www.riverrice.com), S & W® (www.s-and-wrice.com) and Gourmet House® (www.gourmethouserice.com). Riviana is a wholly-owned subsidiary of Ebro Puleva, S.A., the leading Spanish food group, with interests in sugar, dairy, rice and pasta products. Ebro Puleva's brands include Puleva® dairy products; Azucarera® sugar; La Cigala®, Brillante®, and Nomen® rice brands and Panzani® pasta, as well as New World Pasta Company pasta products, including Ronzoni®, San Giorgio®, American Beauty®, Healthy Harvest®, Skinner®, Prince®, Creamette® and Catelli® brands.

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