



News Release

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For Immediate Release

HEALTHY CHOICE REINVENTS BRAND WITH NEW PRODUCTS, A NEW LOOK AND NEW CAMPAIGN FEATURING JULIA LOUIS-DREYFUS

ConAgra Foods to Donate \$250,000 – 1.75 million meals – to Feeding America, The Nation’s Largest Hunger Relief Organization

OMAHA, Neb., April 20, 2009 – Healthy Choice[®], the brand that created convenient, healthful eating, is completely reinvented – focusing on what people want from their food today and raising the standard for the frozen entrée category. After 20 years of delivering nutritious frozen meals, ConAgra Foods’ iconic brand has been revitalized with contemporary, great-tasting recipes, including Healthy Choice All Natural Entrées, a humorous advertising campaign featuring actress Julia Louis-Dreyfus and a makeover of its packaging and Web site.

“Healthy Choice understands that people are making the connection between eating right and looking and feeling their best. But this doesn’t mean they want to give up the foods they love or the contemporary recipes they crave, and as the innovator of the category, we’re in a unique position to deliver this,” said Carlos Veraza, vice president & general manager frozen, ConAgra Foods. “Healthy Choice is relentlessly focused on helping consumers eat healthy by providing food with more positive health benefits and delivering deliciously healthful meals with protein, fiber, antioxidants and other nutrients that consumers seek.”

The brand kicks off its reinvention with Healthy Choice All Natural Entrées, a new line of six contemporary recipes with fresh-tasting, nutrient-rich varieties such as Pumpkin Squash Ravioli and Mediterranean Pasta. The new entrées are now available in grocery stores and retail outlets

–more–

across the country. Made with ingredients such as extra virgin olive oil, whole grains, pumpkin, tomatoes and premium cheeses, Healthy Choice All Natural Entrées are delicious and healthful meals filled with protein, fiber, antioxidants and whole grains, important ingredients that help promote heart and digestive health. They contain no preservatives, artificial flavors or colors, and have a suggested retail price range of \$2.00–\$2.49, an incredible value for a flavorful, nutritious meal.

With new entrées and refreshed flavors, Healthy Choice is engaging loyal customers and new fans across the country. Its first passionate and surprising ally, Julia Louis-Dreyfus, re-introduced the brand to Americans on April 2 via a breakthrough advertising campaign. Directed by Christopher Guest – known for his performance in *This Is Spinal Tap* and having directed *A Mighty Wind* and *Best in Show* among others – the commercials provide the opportunity for people to participate in Louis-Dreyfus' discovery of the reinvented brand, her journey to learn more about healthful eating and her decision to share that with the rest of the world.

"I have always loved food and I particularly like to eat it. I couldn't believe that this new Healthy Choice tasted so good and was so good for you. Go figure," said Julia Louis-Dreyfus.

Healthy Choice is making its relaunch accessible across the country on and offline. Between new prime time TV ads and a substantial online media partnership with Yahoo!, it will be hard to miss Healthy Choice. People are encouraged to visit www.SpokespersonWanted.com for additional branded content and offers.

To celebrate the exciting new food and the brand's commitment to help all Americans have healthful and nutritious meals, Healthy Choice and the ConAgra Foods Foundation are donating \$250,000 to Feeding America – the nation's largest domestic hunger-relief organization, which provides food assistance to more than 25 million people a year in the United States. More than 12 million children in America – that's one in six – are at risk of hunger, meaning they don't have enough food to live active, healthful lives.ⁱ

On April 18, the ConAgra Foods Foundation, Healthy Choice and Julia Louis-Dreyfus will host an event to present this donation to Feeding America – providing more than 1.75 million meals, or plates of food, to children and families in need.ⁱⁱ To help bring even more healthful, nutritious food to hungry children and families, guests at the event will paint a plate, symbolic of the night’s purpose, to ensure others have a plate of food. Starting April 23, consumers who wish to take part in the donation and own one of the celebrity-designed plates can visit www.HealthyChoice.com and bid on the one-of-a-kind plates through Clothes Off Our Back, a non-profit organization that auctions celebrity items to raise money for charity.

“It is no secret that demand at our nation’s food banks has recently skyrocketed,” said Vicki Escarra, president and chief executive officer of Feeding America. “With the economic downturn, more and more parents are struggling to make ends meet and to put food on the table. ConAgra Foods Foundation, along with Healthy Choice and Julia Louis-Dreyfus, have once again stepped up to the plate with a generous donation that will provide millions of meals to hungry families in need.”

In tandem with the new recipes and advertisements, the brand is changing the look and feel of its Web site and its entire product selection. The new design features a clean, contemporary background and the brand’s new signature exclamation point logo. This logo is symbolic of the brand’s fresh and positive approach to contemporary and healthful eating and will be seen on new entrées ranging from Healthy Choice Complete Meals, Select Entrées, Café Steamers, Fresh Mixers and Soups. HealthyChoice.com is also revamped to reflect the fresh look and feel of the brand, making it easier to find product and nutrition information.

Healthy Choice® is a brand of ConAgra Foods, Inc. (NYSE: CAG). ConAgra Foods is one of North America’s leading food companies, with brands in 97 percent of America’s households. Consumers find *Banquet*, *Chef Boyardee*, *Egg Beaters*, *Healthy Choice*, *Hebrew National*, *Hunt’s*, *Marie Callender’s*, *Orville Redenbacher’s*, *PAM*, *Peter Pan*, *Reddi-wip* and many ConAgra Foods brands in grocery, convenience, mass merchandise and club stores. ConAgra Foods also has a strong business-to-business presence, supplying potato, other vegetable, spice and grain products to a variety of well-known restaurants, foodservice operators and commercial customers. For more information, please visit us at www.conagrafoods.com.

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ⁱ Feeding America

ⁱⁱ Feeding America: <http://feedingamerica.org/about-us.aspx>