PRESS RELEASE

Idahoan Foods to Move Headquarters to Downtown Idaho Falls

Idaho-based potato company will maintain plant and production in Lewisville

LEWISVILLE, Idaho –Apr. 22, 2011– <u>Idahoan Foods</u>, LLC, makers of authentic, great tasting, and convenient Idaho[®] potato products, will move its corporate headquarters from Lewisville, Idaho to downtown Idaho Falls in the fall.

Idahoan Foods has maintained its corporate offices in Jefferson County for more than half a century and will continue processing operations in Lewisville. The company will relocate all non-production related personnel offices to a newly renovated, 17,000 sq. ft. office space in historic downtown Idaho Falls. The new corporate headquarters will be located at 357 Constitution Way, in Constitution Plaza.

Gordon Lewis, President & CEO of Idahoan Foods said, "because of the considerable growth we've experienced since the *new* Idahoan Foods was formed in 2007, it has become necessary for us to move our corporate offices to a building in a near-by city, closer to the homes of a majority of our corporate employees, that has adequate space for today and room for future expansion."

Moving to Idaho Falls will afford Idahoan Foods better access to facilities, tools, and opportunities it needs to continue on its growth path while maintaining close ties to the company's roots and growers, he added.

Idahoan has been working closely with Thomas Development, which owns the building, to plan a remodel. Historic preservation is a priority in the renovations that will transform the space into a first-class office building.

About Idahoan Foods LLC

Combining a full-service network of professionals from field to fork, Idahoan Foods, LLC is a leading manufacturer of value-added products. Its potato processing plants and nationally recognized retail, club, and foodservice brands of products—Idahoan[®], Honest Earth[®], and Idaho Supreme[®]—, along with ingredient brands Paradise Valley®, allow Idahoan Foods LLC to deliver superior quality and value to its customers. For more information visit www.idahoan.com. Follow Idahoan Foods on facebook and twitter.