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MUSHROOM COUNCIL ANNOUNCES TWO-YEAR LICENSING AGREEMENT WITH BOB GREENE'S BEST LIFE
*Promotional Rights Provide Fertile Opportunity to Help Drive Mushroom Sales
and Increase Awareness of Mushrooms' Nutritional Benefits*

San Jose, Calif. (January 18, 2007) – The Mushroom Council recently inked a two-year licensing deal with Best Life Corporation, the company founded by Bob Greene. Greene is one of the nation's most visible fitness and nutrition experts and Oprah's personal trainer. The licensing agreement allows growers to use Best Life marks as well as a "Mushroom Barley Risotto" recipe created by Greene on packages of fresh mushrooms for two years, from January 1, 2007, through December 31, 2008.

Also as part of the agreement, mushrooms will be included in content on the Best Life Web site, and Mushroom Council recipes will be offered on a weekly basis to the site's subscribers. With the agreement, the Mushroom Council joins more than 20 consumer food brands sponsoring Best Life, Greene's newest healthy lifestyle plan.

"Our target consumer is interested in a healthy lifestyle, making Best Life an ideal platform to showcase the nutritional and savory benefits of adding mushrooms to everyday dishes," said Bart Minor, president of the Mushroom Council. "In one year, nearly half a billion mushroom packages are sold. Use of the Best Life logo on any or all of those packages will help to further strengthen the presence of Best Life in the produce department, allowing retailers to provide a complete store solution to their customers."

To support the Best Life program, "The Best Life Diet," written by Greene with a foreword by Oprah, was released on Dec. 26, 2006 and has already become No. 2 on the *New York Times*' best-seller list. Best Life's Web site – thebestlife.com – launched on Jan. 2, 2007.

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The Mushroom Council

The Mushroom Council is composed of fresh market producers or importers who average more than 500,000 pounds of mushrooms produced or imported annually. The mushroom program is authorized by the Mushroom Promotion, Research and Consumer Information Act of 1990 and is administered by the Mushroom Council under the supervision of the Agricultural Marketing Service. Research and promotion programs help to expand, maintain and develop markets for individual agricultural commodities in the United States and abroad. These industry self-help programs are requested and funded by the industry groups that they serve. For more information on the Mushroom Council, visit www.mushroomcouncil.org.

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