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**GREEN GIANT® FRESH TERIYAKI STIR-FRY WINS
IPARENTING MEDIA AWARD**

MINNEAPOLIS – Aug. 12, 2008 – The Sholl Group II, a pioneer in the fresh produce industry and marketer of selected Green Giant® Fresh produce products, announced today the company's Green Giant® Fresh Teriyaki Stir-Fry is the recipient of the iParenting Media Award. iParenting Media is a Disney Internet Group media property and a premier media site focused on parents.

The Green Giant Fresh Stir-Fry line consists of fresh vegetables sized ready to be eaten with delicious sauces already included in sauce packets so consumers can choose how much sauce to use. Green Giant Fresh Teriyaki Stir-Fry has fresh broccoli, carrots, sugar snap peas and bok choy with a Teriyaki sauce packet. The aroma and taste of the sauce are decidedly oriental with sweet and savory flavors in harmony with the nuttiness of sesame oil and the fresh taste of ginger.

The crispness of the fresh vegetables is retained through stove-top stir-frying and the consumer has the flexibility to add chicken, shrimp or beef. Green Giant Fresh Stir-Fries are available in three other varieties including Garlic Szechuan Stir-Fry (Broccoli, Carrots, Sugar Snap Peas, Bok Choy), Sweet & Sour Stir-Fry (Sugar Snap Peas, Carrots), and Spicy Ginger Thai Stir-Fry (Broccoli, Carrots, Bok Choy, Celery). All varieties are available in grocery stores nationwide.

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As an iParenting Award winner, Green Giant Fresh Teriyaki Stir-Fry will be announced to iParenting Media's consumer base of millions of parents and to thousands of press members and professionals within the industry. In addition, the award will be promoted via iParenting Media's website, magazine, radio show and syndicated newspapers column in *Pioneer Press* newspapers.

Hundreds of products were submitted for judging in 20 categories. All products submitted for the iParenting Media Awards Outstanding Products of 2008 underwent a thorough evaluation process that uses internationally recognized standard of quality assurance.

To be considered for an iParenting Media Award, companies submitted four identical samples of each product that were precisely matched using iParenting's state-of-the-art technology to experienced reviewers within iParenting's database. Products were thoroughly reviewed and evaluated by a variety of sources including experts and families. Results were compiled and submitted to the iParenting Media Executive Committee for final approval.

Feedback from the iParenting Media Awards reviewers was very positive and included statements such as the following: *"Yes, I will definitely be recommending this product to my friends and family. I would be sure to mention the good quality of the vegetables and how quickly and easily it pulled the meal together."*

About iParenting Media

iParenting.com, an online community for parents and parents-to-be, is part of Disney Online's network of family-focused Web sites including DisneyFamily.com, FamilyFun.com and Wondertime.com.

Founded in 1996 the company has grown from a single pregnancy site, www.PregancyToday.com, to an award-winning network of more than 40 sites, in English and Spanish. The iParenting sites address a range of parenting issues from preconception through raising teenagers and beyond. iParenting Media's Editor-in-Chief, Elisa Ast All, MSJ, writes a monthly newspaper column and co-hosts a Chicago-based radio show, Points on Parenting.

iParenting Media produces the highly-respected iParenting Media Awards program. Consumers can learn more about iParenting Media Award-winning products, and where to purchase the products via a retailer network online directory, by visiting www.iParentingMediaAwards.com/consumer.

About The Sholl Group II/Green Giant Fresh

The Sholl Group, Inc./Green Giant Fresh was formed in 1995 by Jeff Sholl to bring the Green Giant brand to the fresh produce industry. The Green Giant brand was created by The Pillsbury Company and later acquired by General Mills, Inc. Since 1995, The Green Giant Fresh product line has grown across multiple produce categories, including potatoes, sweet potatoes, onions, carrots, tomatoes, mushrooms, green beans; other vegetable commodities such as lettuce, broccoli, and cauliflower; value-added such as salads and stir-fry; and fresh fruits including citrus, berries, kiwi, and grapes. In 2007, The Sholl Group fresh produce interests sold more than 30 million cases of Green Giant Fresh branded products and more than 19 million cases of other branded products. The Green Giant brand is recognized by 96 percent of consumers and continues to provide consumers with a wide variety of high quality fresh fruit and vegetables. Research shows the Green Giant brand appeals to the entire family and offers healthy, high quality produce that tastes great. The Green Giant was rated the Number 3 icon of the 20th century (Source: *Advertising Age*). The company's corporate office is located in Eden Prairie, Minn. To learn more about the company, visit www.greengiantfresh.com.

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