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2007 PRECIOUS CHEESE FEAST OF SAN GENNARO, LOS ANGELES, PRESENTED BY RALPHS RETURNS TO HOLLYWOOD

Community event promotes Italian culture, music, and food
September 28 – 30, 2007

Hollywood, June XX, 2007 – The San Gennaro Foundation announced today that The Precious Cheese Feast of San Gennaro, Los Angeles, Presented by Ralphs will once again take over Hawthorne Boulevard (between Highland and Orange) in Hollywood, for its sixth year anniversary. The festival venue is conveniently located across the street from the Hollywood and Highland complex, directly behind the Jimmy Kimmel Live theater. Hosted by co-founder Jimmy Kimmel and Adam Carolla, the Feast will be held September 28-30, 2007 from 11:00 a.m. to 10:00 p.m. with all proceeds going to charity. General admission is \$5, kids under 12 are free and student discounts are available. This year's theme, "Celebrating Italian-American Immigration" pays tribute to the Italians who immigrated to America, and whose talents, contributions, and self-sacrifice enriched the New World that they called their own.

"I am thrilled to be hosting our sixth annual feast of San Gennaro," Jimmy Kimmel said. "Look for me there; I'll be the one with my head buried in a sack of zeppoles."

Inspired by New York City's oldest, biggest street festival, the Feast celebrates Italian culture, entertainment and cuisine. Focusing on the tradition of the San Gennaro Festival, this year's Feast will include food from Los Angeles' greatest Italian restaurants including Frankie's on Melrose, Taste Chicago, Rocco's Italian Kitchen, Taninos, Trastevere and Albano's Pizza.

"We are pleased to bring Italian tradition back to the heart of Hollywood for our sixth year," said Frankie Competelli, President of the San Gennaro Foundation, Los Angeles. "It is a time of celebration, tradition, family, and great food from across the city."

The event will kick off September 27th with "Prima Notte," the opening night gala that raises funds for The San Gennaro Foundation's charitable programs benefiting underprivileged children, homeless and poor schools in Los Angeles. Tickets for "Prima Notte" will start at \$100 and are available online at www.feastofla.org starting July 16, 2007.

"The Precious Cheese family of products encompasses the heart and soul of Italian-American heritage," said Jessica Ruth, spokesperson for Precious Cheese. "The Precious Cheese Italian Feast of San Gennaro is an event that celebrates Italian traditions in Los Angeles and we are proud to be the title sponsor of an event that resonates with Precious Cheese's commitment to preserving and celebrating Italian-American heritage."

For more information about The Precious Cheese Feast of San Gennaro, Los Angeles, Presented by Ralphs, please visit www.feastofla.org or call (818) 508-0082.

About Precious Cheese

Sorrento® Cheese and Precious® Cheese are brands of Sorrento Lactalis, Inc. Founded in 1947, Sorrento produces a wide array of 100 percent natural cheese products, included among the leading brands of mozzarella, ricotta and string cheese sold in the United States. Both brands also market a variety of snack, shredded and specialty cheeses available for retail, food service and industrial customers. More information on Sorrento® and Precious® Cheese may be found at www.sorrentocheese.com or www.preciouscheese.com.

About The San Gennaro Foundation

The San Gennaro Foundation is a 501(3)c non-profit created by producer Douglas DeLuca and celebrity Jimmy Kimmel, along with some of Los Angeles' most prominent Italian-American citizens, to benefit underprivileged children and homeless in Los Angeles, as well as to provide entertainment and cultural enrichment to the community through its non-profit, cultural outreach program.

The Foundation's mission is to uphold the principles established by St. Gennaro, patron saint of Naples who worked tirelessly to help people in need. In addition to fundraising, the group seeks to perpetuate cultural identity and solidarity within the Italian American community. All events are intended to embody the attributes of generosity and goodwill that define the Italian spirit. While some efforts celebrate Italian culture, the Foundation and its programs are not limited to Italian Americans and are supported by diverse individuals.

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