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FIRST EVER RISING MANGO STAR CREATES MANGO MAGIC

National Mango Board Names Dean Sturt Winner After Cook-Off Competition in New York City

Orlando, Fla. (August 14, 2008) – He is an aspiring chef. He is mango lover. He knows how to make a delicious *Mangolicious Flip Flop Cake*. He put this all together to be selected as the first ever Rising Mango Star. The National Mango Board is proud to announce Dean Sturt, of Rowlett, TX, as the winner in their first ever Rising Mango Star video contest. Dean stood out amongst other aspiring chefs with his unique video and stellar dish, *Mangolicious Flip Flop Cake*.

However, the road to mango victory wasn't easy. After being chosen for his mango mastery demonstrated on video, Dean had to battle it out against two other Rising Mango Star contest finalists, Dylan Beiersdorf and Catherine Ralston, in a final judging cook-off at The Institute of Culinary Education in New York City. The trio also had a judging panel of reputable food experts to wow, including *Simply Delicioso* host Ingrid Hoffmann, Chef Allen "The Mango Man" Susser, and Regina Ragone, food director of *Family Circle* magazine. After much tasting, questioning and deliberation, the judging panel chose Dean for his creativity, presentation and exquisite use of mango.

"It was great to spend time with all of the finalists and see them share the same enthusiasm as I do for cooking," said Latin food and entertaining expert, Ingrid Hoffmann. "All of the dishes were incredible and I was blown away by Dean's mango recipe. It was so original and truly accentuates the wonderful flavor of the mango."

The grand prize for Dean was an opportunity to appear with Ingrid Hoffmann in the September issue of television's video magazine *Health & Home Report*.

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“I was really excited to cook with Ingrid—I had so much fun! She knows so much about cooking, especially about cooking with mangos,” said Rising Mango Star winner, Dean. “She gave me lots of good ideas so I can keep cooking with my favorite fruit.”

Dean is no newbie to the kitchen, in fact he’s been cooking since he was three years old. His mom used to hear him scooting the kitchen chair up to the counter to make “soup,” a pan filled with water and spices. Since then, Dean has been cooking non-stop and wants to someday make it his career.

His recipe was inspired by his mom and his favorite part of any meal—dessert! Dean wanted to create a recipe to appeal to those with the same love for sweets. Dean’s *Mangolicious Flip Flop Cake* recipe is a moist cake made with fresh pureed mangos. The cake resembles a traditional upside down cake, but instead has a beautiful design of scrumptious mangos on the plate. A real work of art!

“We are truly pleased with the outcome of our first ever Rising Mango Star recipe and video contest. We’re incredibly proud of Dean’s and the other finalists’ hard work and mango enthusiasm,” said Wendy McManus, director of marketing for the National Mango Board. “We can’t wait to see what our contestants come up with next year!”

Visit www.mango.org/risingstar to view Dean’s winning recipe and video!

For more information concerning entries by children under the age of 13, see our Notice to Parent and Legal Guardian regarding the Children’s Online Privacy Protection Act (“COPPA”) Policy at www.mango.org/risingstar.

About National Mango Board

The National Mango Board is a national promotion and research organization, which is supported by assessments from both domestic and imported mangos. The board was designed to drive awareness and consumption of fresh mangos in the U.S. Mangos are an excellent source of vitamins A and C, a good source of fiber and an amazing source of tropical flavor.

Mango consumption per capita has quadrupled since 1990 to an estimated 2.2 pounds per year in 2007. Mango import volume for 2007 was 661 million pounds, 3 percent more than 2006 and 15 percent more than 2005. According to Consumer Research commissioned by the National Mango Board, 35% of U.S. customers purchased mangos within the past 6 months. Learn more at www.mango.org.

About Ingrid Hoffmann

Growing up in her mother’s kitchen, who is a Cordon Bleu chef, Ingrid discovered her passion for food and entertaining, developing dishes with a Latin twist. Hoffmann is the host of Food Network’s *Simply Delicioso* as well as the hit series, *Delicioso* on the Spanish-language network, Galavisión/Univision, which is currently in its fourth season. More of Hoffmann’s cooking and entertaining ideas are included in her debut cookbook, *SIMPLY DELICIOSO: A Collection of Everyday Recipes with a Latin Twist*, which was released in February 2008.

About Chef Allen Susser

National Mango Board spokesman, renowned author and owner of Chef Allen's Restaurant in Miami, Chef Allen Susser uses versatile mangos in many of his famous dishes. No wonder he's often referred to as "the Mango Man." Allen Susser established Chef Allen's restaurant in 1986 and has won accolades from local and national food writers: Food and Wine Magazine named Allen Susser as one of the top 10 New Chefs in America in 1991. He is the original author of New World Cuisine and Cookery (Doubleday, 1995), The Great Citrus Book (Ten Speed Press, 1997) and The Great Mango Book, (Ten Speed Press, 2001).

About Family Circle

Published 15 times a year by Meredith Corporation, with a circulation of 3.9 million and 21 million readers, Family Circle was recently recognized as one of the top 10 magazines on AdweekMedia's 2008 Hot List. Family Circle, one of the most widely read monthly magazines in the world, features in its pages and online at familycircle.com, smart, relevant advice, sensible solutions and inspiration in a voice that encourages and celebrates success. Family Circle has always been committed to women's issues and in 1973 became the first women's magazine to fully underwrite a professional women's sporting event, the Family Circle Cup, an annual women's tennis tournament held in April in Charleston, S.C., at Family Circle Magazine Stadium.

About The Institute of Culinary Education

Founded in 1975 by Peter Kump, The Institute of Culinary Education (ICE®) offers comprehensive career training programs in Culinary Arts, Pastry & Baking Arts and Culinary Management. With an in-depth, global curriculum, dedicated chef-instructors, a strong record in externships and placements and a clear entrepreneurial focus, ICE is widely recognized by top industry organizations as a premier pathway to begin or continue a culinary career. ICE was the winner of the International Association of Culinary Professionals' Vocational (2008) and Avocational (2003) Culinary School of the Year awards. In addition, ICE offers over 1,500 hands-on recreational cooking, baking and wine education courses to over 26,000 students, as well as hundreds of special events for corporations, individuals and the press each year. ICE is located at 50 W. 23rd Street in New York City. For more information, please visit www.iceculinary.com.

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