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**CONAGRA FOODS ANNOUNCES CONTINUED SUPPORT FOR
SHINE THE LIGHT ON HUNGER CAMPAIGN**
New Location Planned for ConAgra Foods Ice Rink

(OMAHA, Neb.) Aug. 18, 2016 – ConAgra Foods announced plans today to continue supporting its annual Shine the Light on Hunger campaign, as well as the ConAgra Foods Ice Rink that has become the centerpiece of this community-wide effort to address hunger in the area. In 2016, the ice skating rink will move from the ConAgra Foods campus to a new, temporary location on an undeveloped lot on the east side of 10th Street bounded by Dodge and Capitol Streets. This site will serve as a transition during the holidays in 2016, and in 2017 the ice rink will permanently move across the street to the newly constructed Capitol District.

“ConAgra Foods and its Omaha-area employees look forward to supporting the Shine the Light on Hunger campaign and the ConAgra Foods Ice Rink,” said Chris Kircher, vice president, corporate affairs and president, ConAgra Foods Foundation. “As we continue to employ more than 1,200 people on the ConAgra campus, the plans we are putting in place will help ensure the community continues to enjoy a popular Holiday Lights Festival attraction while supporting such an important cause.”

The ConAgra Foods Ice Rink, which drew nearly 16,000 skaters last year, benefits Food Bank for the Heartland through both cash and in-kind donations. ConAgra Foods donates 100 percent of proceeds collected at the rink to the Food Bank and the company’s foundation matches these donations dollar-for-dollar up to \$100,000. Skaters also are encouraged to donate non-perishable items in collection receptacles located at the ice rink. In addition, ConAgra Foods extends the reach of the Shine The Light on Hunger Campaign beyond the ice rink by supporting in-kind, non-perishable food collections at various local business and organizations such as Baker’s Supermarkets, The Durham Museum, Joslyn Art Museum, Omaha Community Playhouse, Omaha Performing Arts, Omaha Symphony and Opera Omaha.

During last year’s Shine the Light on Hunger campaign, ConAgra Foods and the community contributed 144,696 pounds of non-perishable food and \$447,805 in cash gifts. Susan Ogborn, president and CEO of Food Bank for the Heartland, said in a

statement that Shine the Light on Hunger is a critical component to the Food Bank's efforts in addressing food insecurity. The food and funds generated last year are equivalent to more than 1.4 million meals. "Our partnership with ConAgra Foods and the Holiday Lights Festival has helped elevate awareness of the hunger problem experienced by too many of our neighbors," Ogborn said. "It plays a significant role in helping the Food Bank fulfill its mission in Nebraska and western Iowa."

Assisting with the ice rink's move to the new site is the developer of the nearby Capitol District, Shamrock Development. The lot is owned by Capitol Place, LLC, which is a partnership of AmeriSphere Properties and Shamrock Development. The site is located diagonally east and south to the Capitol District currently under construction.

The Capitol District is a mixed-use development between 9th and 12th Streets and from Dodge Street to I-480. A two-story, 333-room full service Marriott Hotel and a high-rise 218-unit apartment building are under construction and scheduled to open in spring of 2017. Office, parking and retail structures also are scheduled to start construction this summer and fall. A key feature is a modern-day town square-like area, which is an open space in the middle of the Capitol District and will be the site of the ice skating rink for future Holiday Light Festivals.

According to Mike Moylan of Shamrock Development, "A focus of the Capitol District Development is the common area, which is surrounded by the high-rise structures with retail on the first floor. We want to make the Capitol District a modern-day, state-of-the-art town square. We feel strongly that its purpose is to contribute to the civic life of the Capitol District, as well as to all of Omaha, with a variety of programming throughout the year that will create this sense of an urban community. We look forward to hosting the skating rink each holiday season."

Kircher noted that the process leading up to today's announcement was a highly collaborative effort. "We very much value and appreciate the partnership with the City of Omaha, Downtown Omaha Inc. Foundation, Shamrock Development and Food Bank for the Heartland. Initiatives like these are not only gratifying and impactful, they reflect one of the reasons why ConAgra Foods looks forward to continuing to support this community."

The Holiday Lights Festival is produced by Mayor Jean Stothert and the Downtown Omaha Inc. Foundation. "ConAgra Foods' support has helped the Holiday Lights Festival become Omaha's signature winter event," said Mayor Stothert. "We are so pleased ConAgra Foods will continue as our partner in the Shine the Light on Hunger campaign, providing assistance to families in need, and we thank and welcome Shamrock Development. The Capitol District Town Square will be an excellent location to continue this festive tradition."

For more information, visit www.holidaylightsfestival.org.