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**FOR IMMEDIATE RELEASE**

**Eurofresh Farms Names New Head of Marketing and Category Management**

*Sean Frisby to Direct Produce Marketing Strategies for National Greenhouse Grower*

**WILLCOX, Ariz. (Oct. 12, 2010)** – Sean Frisby has been named vice president of marketing and category management for Eurofresh Farms, the leading year-round producer and marketer of greenhouse tomatoes in the United States and an innovator in the branded, fresh tomato and cucumber industry.

Frisby brings nearly 20 years of product and brand management experience to Eurofresh Farms. Most recently, he was a marketing director for Desert Glory, LTD, in San Antonio, Texas, where he successfully led several product development and consumer promotion programs in grocery retail, club and foodservice channels throughout the United States under the NatureSweet brand. He also held marketing management positions with the H-E-B Grocery Company in San Antonio and with marketing agencies and entertainment venues around Chicago and Los Angeles.

Johan van den Berg, founder and chief executive officer of Eurofresh Farms, said Frisby will be a dynamic and valuable member of the Eurofresh team.

“Sean’s vast experience in product development and brand building will be an asset to Eurofresh Farms’ future expansion plans,” he said.

Frisby said he plans to drive innovation through consumer insight, leading to impactful and measurable brand building initiatives for Eurofresh Farms.

“Eurofresh Farms has consistently produced some of the best tasting greenhouse-grown produce available,” he said. “This is a company and brand that I am proud to represent.”

Frisby received his master’s degree in business administration from Pepperdine University in Malibu, Calif. and his bachelor’s degree from California Polytechnic State University in San Luis Obispo, Calif.

Frisby is attending the Produce Marketing Association's Fresh Summit International Convention & Exposition, being held Oct. 15-18, 2010 in the Orange County Convention Center, Orlando, Fla.

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**ABOUT EUROFRESH FARMS**

Eurofresh Farms is the leading year-round producer and marketer of greenhouse tomatoes in the United States and a leading innovator in the branded, flavorful fresh tomato and cucumber industry. Premium quality and certified pesticide-free products are grown with care in one of the world’s largest greenhouse complexes with abundant Arizona sunlight. Eurofresh’s two greenhouse facilities span 318 acres in Willcox and Snowflake, Ariz. For more information, visit [www.eurofresh.com](http://www.eurofresh.com) or call (520) 384-4621.

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