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FOR IMMEDIATE RELEASE

Eurofresh Expects Record Campari Sales

WILLCOX, Ariz. (Sept. 15, 2008) – Eurofresh Farms announced today projected record sales volumes of their Campari tomato variety for the winter selling season of 2008 - 2009, anticipating double-digit growth. Cocktail sized and recognized as one of the best tasting tomatoes on the market, all Eurofresh Farms' Campari tomatoes are grown in the United States, certified pesticide-free and available year-round from the company's farms in Arizona.

"Customer demand for Campari has grown dramatically in recent years and Eurofresh is proud to provide these juicy and flavorful tomatoes 365 days a year," said Dwight Ferguson, chief executive officer of Eurofresh Farms. "Great for snacking and salads, we are happy that such an extraordinarily sweet and fresh tomato is being requested more and more by restaurateurs, grocers and the general public."

Working with Westgro Sales, licensed distributor for the seed in North America, Campari tomato production at Eurofresh Farms currently accounts for approximately 25 percent of their greenhouse space, spanning more than 300 acres between their operations in Willcox and Snowflake.

All Eurofresh Farms' Campari tomatoes are allowed to ripen on the vine and are packaged and shipped with the vine still attached in clusters. By leaving the vine on, the tomatoes continue to ripen evenly, ensuring the tomatoes are firm, as well as consistent in color and taste.

Campari tomatoes are one of the many produce varieties of that Eurofresh Farms grows, packs and distributes to customers. Other products include seedless cucumbers, roma tomatoes and Tomatoes on the Vine, which have won the ChefsBest award for "America's Best Tasting Tomato" more than 10 years in a row.

For more information about Eurofresh Farms' and the Campari tomato variety, please visit www.eurofresh.com.

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, high-end fresh tomato, cucumber and pepper 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 greenhouses cover more than 318 acres in Willcox and Snowflake, Ariz. For more information, visit www.eurofresh.com or call (520) 384-4621.

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