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For Immediate Release

Eurofresh Farms Breaks Into the Movies

Leading Greenhouse Grower Partners with Entertainment Industry

WILLCOX, ARIZ (July XX, 2007) — Eurofresh Farms, the leading year-round producer and marketer of greenhouse tomatoes grown in the United States, has joined with Disney Studios to market their produce through DVD releases of several major family videos nationwide.

Eurofresh Farms promotes its tomatoes and cucumbers through information included in the DVD packaging. Materials were included in the Walt Disney Animation Studio release of "Peter Pan," and the "Mickey Mouse Clubhouse: Mickey's Great Clubhouse Hunt," and will be inserted into the upcoming "Ratatouille" release for the holiday season. The company is looking at other family entertainment opportunities to expand its marketing and promote healthy eating choices. In return, the company promotes these Disney releases through several marketing venues, including hang tags and on some packaging materials.

"This is a really great opportunity for us," said Dwight Ferguson, CEO of Eurofresh Farms. "Our products are certified pesticide free and grown in the USA, which is important to many consumers. This relationship allows us to build a stronger presence in the consumer market, bringing our quality products closer to home, and associated with positive experiences that bring the family together."

Ferguson said the company is continuing to look for more opportunities to promote the Eurofresh name through family-centered partnerships. "We believe our products are a great tasting, affordable healthy option for young and old alike. Aligning ourselves with other relationships that share that value is important to us."

About Eurofresh Farms:

Eurofresh Farms Inc., located in Willcox, Arizona, is the leading independent year-round producer and marketer of greenhouse tomatoes in the United States. In 2006, Eurofresh Farms sold over 170 million pounds of its premium quality, pesticide-free tomatoes, representing a significant

share of the U.S. greenhouse tomato market. Eurofresh Farms is the only greenhouse able to produce a consistent, high volume supply of premium tomatoes 365 days of the year. Eurofresh Farms offers a year-round product line of Campari tomatoes, Roma tomatoes, Cherry tomatoes, Tomatoes on the Vine, Beefsteak Tomatoes, Mini Cucumbers and English Cucumbers from its 318 acre, state-of-the-art glass greenhouses. For more information, visit www.eurofresh.com.