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FOR IMMEDIATE RELEASE

Eurofresh Farms Named “Category Captain” by Progressive Grocer Magazine

WILLCOX, Ariz. (Oct. 20, 2008) – Progressive Grocer magazine announced today that Eurofresh Farms has been given the prestigious 2008 Category Captain award in the Variable/Fixed Produce category. This is the second time the company has received the honor in the past four years.

As the highest mark of distinction presented by the leading trade magazine for the food and beverage industry, Eurofresh Farms and other innovative companies will be recognized in Progressive Grocer’s November 2008 issue.

“Our dedicated employees make it possible for Eurofresh Farms to obtain honors like the Progressive Grocer Category Captain award,” said Dwight Ferguson, chief executive officer of Eurofresh Farms. “We are pleased to be recognized by such a reputable publication and will continue to strive for future success.”

Eurofresh Farms’ ability to inform customers of tomato safety during the salmonella scare during the summer of 2008, while increasing sales of all tomato and cucumber varieties for the calendar year, was a large dynamic in meeting Progressive Grocer’s award criteria. Other specific factors for the award selection include introducing mini-cucumber and grape tomato varieties with positive consumer feedback and setting company-wide initiatives to increase the concentration of recycled and biodegradable materials in all produce packaging.

“Eurofresh Farms did an outstanding job of meeting Progressive Grocer’s Category Captain criteria, which includes product innovation, consumer insights, use of dynamic category management tools, commitment to meeting retail customers’ specific needs and real-world results,” said Stephen Dowdell, editor-in-chief for Progressive Grocer magazine.

For more information about the Category Captain award, visit www.progressivegrocer.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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