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FOR IMMEDIATE RELEASE

Eurofresh Farms Launches New Web Site

Leading Greenhouse Grower Now Showcases Full Produce Line Online

WILLCOX, Ariz. (Oct. 27, 2008) – Eurofresh Farms has launched today their new corporate Web site (www.eurofresh.com) to showcase the company's complete produce line of greenhouse grown tomatoes and cucumbers for trade customers and consumers.

Created by DMA Solutions, Inc. of Irving, Texas, the redesigned Web site also provides expanded information on Eurofresh Farms' history, sustainability programs and recipes that incorporate Eurofresh Farms' award-winning produce.

"As a result of rapidly increasing consumer demand for our products, we feel that the timing is right to provide a more content-rich Web site," said Dwight Ferguson, chief executive officer of Eurofresh Farms. "With this redesign, our customers now have an easy-to-use way to research our extensive array of tomatoes and cucumbers across the Eurofresh Farms produce line, as well as uniquely developed recipes for professional chefs and the home cook."

Eurofresh Farms' overhaul follows several company milestones throughout 2008, including winning the ChefsBest award for America's Best Tasting Tomato for more than 10 consecutive years. Other achievements include projected record sales of Eurofresh Farms' Campari tomato variety and the prestigious 2008 Category Captain award in the Variable/Fixed Produce category by Progressive Grocer magazine.

"With a new portal to reach the public, we hope to reach customers more effectively and continue to see increased growth like we have had in 2008," said Ferguson. "This is only a small piece of a larger campaign to continually provide quality jobs in Arizona and premium produce to all Americans."

To explore Eurofresh Farms' redesigned Web site, 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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