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FOR IMMEDIATE RELEASE

DAVID AKAHOSHI JOINS INTERFRESH SALES STAFF IN ORANGE, CA

Orange, CA – February 28, 2011 – Interfresh, Inc., a national supplier of fruits and vegetables, announced today the addition of David Akahoshi to their sales staff in Orange, CA.

David's primary focus at Interfresh will be in assisting the growth of the Company's berry category by expanding Interfresh's customer and grower base, and further developing existing relationships.

"Dave grew up in the produce industry with his father, and has literally learned the business from the ground up", noted Chris Puentes, Interfresh president. "Dave brings to Interfresh an extensive knowledge of fresh berries, along with some longstanding relationships, and we're pleased to have him supporting our efforts in that category. We both feel this is a great fit for the long term, and really expect to hit the ground running", he added.

Mr. Akahoshi echoed Puentes' enthusiasm. "I'm really excited to be part of a team that's as focused on quality and service as they are at Interfresh", he said. "We share a common vision for what the Interfresh berry category can be, and we're excited to be working toward making our vision a reality".

Now in its 24th year of providing fresh fruits and vegetables to retailers, wholesalers and foodservice distributors, Interfresh continually strives to provide top-quality products year-round. Headquartered in Orange, CA, Interfresh has expanded its reach and further developed its product line and services by opening new offices in strategic locations throughout California. The experienced employees of Interfresh are driven by their passion to provide unparalleled services for a consistent, high-quality supply of fresh fruits and vegetables season to season. In addition to citrus, berries, melons, and avocados, Interfresh handles an extensive line of fresh products including corn, asparagus, pineapple, yams, sweet potatoes, tomatoes, bell peppers, cucumbers, grapes and soft fruit.