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August 6, 2007

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Interfresh Introduces Newly Branded Line of Tomatoes

Fullerton, CA – August 1, 2007 – Interfresh, Inc., a national supplier of fruits and vegetables, introduces their newly branded line of tomatoes. Packed in the “Interfresh” label, this expansion to their product portfolio launched in early July and has seen tremendous success.

Utilizing their broad network of growers in California, Florida and Mexico, Interfresh provides a dedicated year-round supply of the highest quality tomatoes. With an emphasis on food safety, Interfresh is packing their tomatoes in a DavisFresh-certified facility in Northern California, and will be packing in Nogales, AZ in season. Currently offering rounds, romas, and grape tomatoes, all shipments are customized to order.

To lead the new tomato program, Interfresh recently hired Car Joseph, a tomato veteran with 20 years of produce industry experience. Ms. Joseph brings with her a keen understanding of the unique needs of both foodservice and retail customers, and an extensive knowledge of all facets of tomato ripening and packing.

“We are very excited about the addition of Car Joseph to our team, as she will be instrumental in providing our clients with the superior product knowledge and the outstanding service that our reputation demands.” says Cory Puentes, Director of Northern California. “Now that we are selling under our own Interfresh label, we have the flexibility to offer comprehensive programs to meet all of our customer’s needs from season to season.”

Now in its twentieth 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 Fullerton, 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, melons, and avocados, Interfresh handles an extensive line of fresh products including corn, asparagus, yams, sweet potatoes, tomatoes, bell peppers and cucumbers.