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FOR IMMEDIATE RELEASE

INTERFRESH ANNOUNCES OPENING OF LA QUINTA, CA FIELD OFFICE, LED BY BARRETT JOHNSON

Orange, CA – March 28, 2012 – Interfresh, Inc., a national supplier of fruits and vegetables, announced today the opening of a new field office in La Quinta, CA, to be headed up by Barrett Johnson, a long-time industry veteran.

Johnson's career spans some 25 years on both the selling and the buying side. He began his career with Sun World in 1988, and in 1991, he began a 20-plus year career with American Stores, which, through mergers and buyouts, ultimately led to his most recent position with SuperValu, where he was Senior Buyer in charge of all domestic table grapes and avocados.

"Barrett brings a unique skill set to Interfresh, which is the ability to understand both the grower side and the retail side of the produce industry", said Chris Puentes, Interfresh president. "Having been a field buyer and interacting with the different divisions within SuperValu, he well understands the needs of retailers, from forecasting and order fulfillment to planning ad calendars. In addition, he's well-respected among the grower community, and we expect Barrett will be a perfect fit for the company to lead our grape and avocado program. We're very happy he's on board", Puentes concluded.

Johnson added, "Interfresh is a great fit for me. We think that the grower relationships and retail experience I've developed over the years will greatly enhance what we can do for both Interfresh's retail and foodservice customers. I'll also be developing new business for the company, and we're excited to get going", he added.

Barrett resides in Indio, CA with his wife Katy, and children Zack, Kacey and Jace.

Now in its 26th 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.