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FOR IMMEDIATE RELEASE

KEN VIDA JOINS INTERFRESH SALES STAFF IN ORANGE, CA

Orange, CA – July 18, 2013 – Interfresh, Inc., a national supplier of fruits and vegetables, announced today the addition of Ken Vida to their sales staff in Orange, CA.

Ken's primary role at Interfresh will be to expand national avocado sales.

"Ken comes to us with a extensive produce sales experience, including avocado expertise, and we feel he's a perfect fit as we continue to expand our avocado business", noted Chris Puentes, Interfresh president. "Avocado demand in the US continues to soar, and we see that industry as a prime growth opportunity for the company. We feel that the combination of Interfresh's longstanding grower relationships and Ken's existing relationships will prove to be a successful combination", he added.

Mr. Vida agreed. "I'm looking forward to helping execute the company's avocado plan, and am personally very pleased to be associated with Interfresh", he explained. "The company is already well-known in the industry, and I hope to extend our reach even further", he concluded.

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, and grapes.