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**GIUMARRA'S AVOCADO DIVISION EXPANDS EAST**

Company grows with a new hire and office on the east coast

LOS ANGELES, CA – January 30, 2007 – Giumarra today announced the addition of a new member to its avocado team, John Schapp Jr., and a new office located in Buffalo, New York to assist the growth of the company's east coast avocado sales team.

"Today's marketplace requires a greater, more defined level of service," stated Mr. Bruce Dowhan, General Manager of Giumarra Escondido, "Ripening, Special Packs, Bags, Branded Programs, and Logistics are all important components of this new service environment. A dedicated East Coast team allows us the ability to be more responsive to our customer's changing needs."

Giumarra's avocado division is currently located in Escondido. The division is opening a new office location in Buffalo, New York for its East Coast sales team. With this expansion, Giumarra now offers Service Facilities in Fillmore, CA, Escondido, CA, Nogales AZ, Dallas, TX, San Antonio, TX, Atlanta, GA, Avondale, PA and Minneapolis, MN.

The East Coast avocado office will be staffed by Mike Chirico, Giumarra's East Coast Business Manager, and John Schapp, who will together focus on developing the business. Mike joined Giumarra in 2004 and has since been focused on developing the company's East Coast accounts. Mike has extensive experience in the avocado industry and has previously worked for the USDA, Calavo and McDaniel.

John also comes to Giumarra with an excellent knowledge of the avocado industry. In his early years John managed transportation (logistics) in the avocado industry and worked with all the major avocado packinghouses. Later John worked for Index Fresh in Riverside County, California for 11 years, where he managed grower relations, field operations and logistics for most of California's growing regions. John worked for Index Fresh of California until 2003 then held the position of Executive General Manager for Sweetwater Technologies through 2006. John's knowledge of the industry will be a welcome asset to the Giumarra.

**About The Giumarra Companies**

The Giumarra Companies is a leading international network of fresh produce growers, distributors and marketers that encompass a world of freshness. Since its inception in 1922, the Giumarra group of companies has prided itself on a longstanding commitment and tradition of quality, reliability and innovation to feed the world in a healthy way. For more information: [www.giumarra.com](http://www.giumarra.com).

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