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GIUMARRA VBM INTERNATIONAL BERRY EXPANDS SUPPORT TEAM

Company grows with new hires and both Coasts

LOS ANGELES, CA – May 4, 2007 – Giumarra VBM International Berry, a joint venture between the Giumarra Companies and Vital Berry Marketing of Chile, today announced the addition of two new members to its team; Chris Rousey and Heather Schuller.

“Giumarra VBM has had tremendous success with our operations both in Florida and Washington,” stated Mr. Stan Crafton, General Manager of Giumarra VBM, “With dedicated teams on both coasts, Giumarra VBM will be able to act on a national level to respond to our customers’ changing needs. We are committed to providing our customers with the highest standards of service.”

Based in Plant City, Florida, Chris Rousey will assist Giumarra VBM in coordinating all Florida activities. Most recently Chris worked for Pexco Produce Sales, Inc. as a merchandise manager for ten years. During that time, he played a key role in designing food safety, merchandising, shipping and computer programs. Chris is fluent in English, Spanish and Portuguese and received his associate’s degree from the Art Institute of Pittsburgh in 1989.

Giumarra VBM has also hired Heather Schuller as an administrative assistant based out of their Wenatchee location. Heather’s prior work experience includes accounting and customer service roles at Sarty Mountain, Inc. as a bookkeeper and extensive experience in the cellular phone industry. Heather has an in-depth knowledge of customer service, human resources and accounting functions which will make her a valuable asset to the Giumarra VBM team.

Mr. Crafton noted that with these appointments Giumarra VBM Berry International is putting in place the support necessary to provide customers and growers with excellent service.

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.

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