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GIUMARRA ANNOUNCES LAUNCH OF NEW WEBSITE

LOS ANGELES, CA - June 8, 2007 - The Giumarra Companies, a leading international network of fresh produce growers, distributors and marketers, announces the launch of its redesigned website, www.giumarra.com.

“We wanted to provide a more user-friendly, relevant site where visitors could learn who Giumarra is and what products and services we have to offer,” says Vice President of Marketing Hillary Brick. “Giumarra will use the new site to leverage new and existing business opportunities with both customers and vendors.”

Giumarra.com was updated with a new, sleek design that expresses the company’s personality and emphasizes its rich Italian heritage. The story of Giumarra is explained in an interactive timeline and the site’s dynamic content ensures that visitors receive all the latest company news.

Not only does the new Giumarra.com have a stylish look, it was actually designed specifically with the visitor’s needs in mind. With increased functionality and enhanced site navigation, Giumarra.com allows visitors to effortlessly click through the site.

“Whether our visitors are current or prospective customers, business partners or end users, we want to provide something useful to everyone,” says Vice President of Operations Tim Riley.

The new site also offers detailed product information, including: descriptions, availability, growing regions, nutritional information and packaging specifications. Giumarra has also included sections about each of its divisions,

the company's quality and growing procedures, as well as its services and logistics capabilities.

The launch will be supported by print, packaging and in-store communications.

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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