



Giumarra

FOR IMMEDIATE RELEASE

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GIUMARRA COMPLETES SUCCESSFUL TRACEBACK TEST

Development of an upgraded traceback system is validated by successful test

LOS ANGELES, CA – October 23, 2007 – Giumarra announced today the successful testing of a new traceback system developed to further enhance the company's food safety capabilities. The testing was done in early September in central California with Giumarra's "Nature's Partner" brand table grapes and confirmed the system's ability to trace individual grape bags from the vineyard all the way to the consumer.

This traceability program is cost effective and practical for growers, while giving retailers the ability to trace individual grape bags back to their source. It has also been proven to give fast and accurate results. This new system is to be the next generation of traceability for Giumarra.

About The Giumarra Companies

The Giumarra Companies is a leading international network of fresh produce growers, distributors and marketers that encompasses a world of freshness. Since its inception in 1922, the Giumarra group of companies has taken pride in a longstanding commitment and tradition of quality, reliability and innovation to feed the world in a healthy way. For more information visit: www.giumarra.com.

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