



# Giumarra

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**GIUMARRA VBM ANNOUNCES WINNERS FOR CONSUMER SWEEPSTAKES**

“These Berries Rock” sweepstakes awards iPods to three winners

LOS ANGELES – July 16, 2008 – Giumarra VBM International Berry LLC, a joint venture of Giumarra and Vital Berry Marketing, a large Chilean berry grower and exporter, announced today the winners for its online consumer sweepstakes, “These Berries Rock.”

Giumarra introduced the sweepstakes in conjunction with the launch of the new Nature’s Partner® Web site, <http://naturespartner.com>. Consumers were permitted to sign up for the chance to win three free Apple iPods after answering a brief survey regarding berry consumption.

“We were pleased with the response and the number of customers who visited the Nature’s Partner® Web site,” said Hillary Brick, V.P. Marketing. “We anticipate doing more Web-based promotions in the future.”

One grand prize winner, Deanna Kenyon from Ketchikan, Ala., won an 8-GB iPod Nano. Runners-up, Elizabeth Harburg from Tacoma, Wash. and Roy Larson from Tuscon, Ariz., each won a 4-GB iPod Nano. Kenyon purchased her berries at Safeway.

“I buy my blueberries at the Safeway in my town. I love the taste and I know they are healthy for me and my family,” Kenyon said. “Plus, eating blueberries brings me back to memories of my childhood.”

Kenyon entered the contest by visiting the Nature’s Partner® Web site.

**About The Giumarra Companies and Vital Berry Marketing**

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).

Vital Berry Marketing SA was established by a consortium of growers in 1989 and is now the largest exporter of blueberries from Chile. Vital Berry also has operations in Argentina and Mexico.

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