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GIUMARRA VBM INTERNATIONAL LLC GROWS WITH NEW HIRES

Company grows with additions on both coasts

LOS ANGELES, CA - November 22, 2006 – 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; Rob Campbell and Tim Osgood.

“We are enjoying strong growth in our berry business,” noted Mr. Stan Crafton, General Manager of Giumarra/VBM International, “and Ron and Tim will be excellent additions to our team.”

Based out of Philadelphia, Rob Campbell will assist Giumarra VBM in East Coast berry sales. Rob comes to Giumarra with experience in quality control, sales and marketing while working for The Oppenheimer Group and Fisher Capespan USA. Rob attended both Penn State and the Wharton School of Business at the University of Pennsylvania.

Tim Osgood will be joining the Giumarra VBM sales team on the West coast in Long Beach, California. Tim’s family has been involved in the restaurant business for 40 years, and Tim himself brings almost 20 years of fresh food and retail experience to Giumarra VBM. Tim received his economics degree from Creighton University in Omaha, Nebraska.

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.

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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