



PRESS ALERT
Beachside Produce, LLC
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FOR IMMEDIATE RELEASE

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**Beachside Produce Begins Business
With Long Time Santa Maria Valley Connections**

Guadalupe, California, October 15, 2005 - Beachside Produce, LLC will begin shipping its vegetable products from the Santa Maria, Lompoc, Imperial and Mexicali Valleys effective November 7, 2005.

Beachside Produce will offer year-round shipping of broccoli, bok choy, brussels sprouts, cauliflower, celery, green onions, napa, head and mix leaf lettuces, as well as, shipping locations to serve its customer needs with the highest standards of quality and commitment.

John Jackson, who will be filling the role as Beachside's Chief Executive Officer, stated, "We are looking forward to providing the industry with great quality products and services and embrace the company's future." Jackson continued, "While Beachside Produce is a new company, the company's sales staff has 50 years of combined sales experience and deep-rooted, long time growers which supply the produce we market."

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The company will be displaying its products at the Produce Marketing Association Convention in Atlanta, in booth #749. The company also has a web page at www.beachsideproduce.com.

Beachside Produce, located along the Central Coast of California, is a grower owned company that specializes in marketing whole fresh produce. The company plans to begin shipping products under its new Beachside label in the near future. Beachside Produce provides year-round shipping of broccoli, bok choy, brussels sprouts, cauliflower, celery, green onions, napa, head and mix leaf lettuces. In addition, it features Steve Jordan's perennial artichoke, the "Lyon", seasonally from March through September.

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