



PRESS ALERT

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FOR IMMEDIATE RELEASE

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Beachside Produce, LLC Announces the Hiring of a New Director of Sales and Marketing

Guadalupe, California, January 9, 2006 – Beachside Produce, LLC, has hired Steve Adlesh as their new Director of Sales and Marketing.

Adlesh assumes the top Sales role for the Guadalupe based grower/shipper on Monday, January 9, 2006. Adlesh brings a wealth of knowledge to Beachside with over 25 years of sales and marketing experience in the produce industry. Adlesh has previously worked for Dole and led sales and operations organization at both Apio, Inc. and Pacific International Marketing. Adlesh most recently was with Manny Lawrence Sales Co.

John Jackson, CEO of Beachside Produce, stated, “I am excited about Steve joining our team. He played a big role in building the business that we purchased in 2003. Steve’s experience with new product development and roll out will be instrumental as we begin marketing our New Perennial Artichoke, “The Lyon”, and our Coral Broccoli (romanesco) products over the next few months. His enthusiasm for developing partnering agreements with other shipping firms and with customers will be key in growing our business as we move forward.”

Beachside Produce, LLC, formerly known as Apio Fresh, LLC, is a grower owned sales and marketing company, based in Guadalupe, California, that specializes in broccoli, artichokes, Brussels sprouts, cauliflower, celery, green onions, mix and head lettuce.

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