



PRESS ALERT
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FOR IMMEDIATE RELEASE

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**Beachside Produce, LLC and Main Street Produce, Inc.
Announce Marketing and Shipping Arrangement**

Guadalupe, California, November 10, 2005 – Beachside Produce, LLC, a California based grower/shipper, has announced an agreement with Main Street Produce, Inc., a long time grower/shipper of broccoli, bell peppers and strawberries in the Santa Maria Valley, to market its vegetable products beginning November 9, 2005. Main Street Produce will continue to market its strawberry crops.

Paul Allen, CEO of Main Street Produce, Inc. stated, “The union will allow Main Street Produce and Beachside Produce to target their marketing efforts; allowing both companies to better serve our customer base and fuel the growth each is experiencing.”

John Jackson, CEO of Beachside Produce, concurred, "It is a complimentary union for both companies and our customers since the arrangement also includes expanding shipping operations through Main Street Cooling in Santa Maria.”

Beachside Produce will market both the Main Street™ labels as well as its own Beachside™ label through the end of the year, after that time all vegetable products will be shipped in the Beachside™ labels.

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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