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PRIME PRODUCE INTERNATIONAL, LLC, OPENS OFFICE IN URUAPAN, MEXICO

Prime Produce International Continues to Gain Momentum and Projects Year-End Sales of Avocados from Mexico to Nearly Triple 2006 Totals

ORANGE, Calif. (July 27, 2007) – Prime Produce International, LLC, (PPI) recently opened a new office in Uruapan, Mexico, which is being managed by General Manager Carlos Illsley. In addition, the domestic office was recently upgraded with new computer technical systems to accommodate the expansion. PPI continues to expand its resources and will nearly triple its sales volume of Mexican Hass avocados over last year's level. The total Mexican avocado industry's share of Hass avocados in the USA is projected to double as well.

"We are extremely proud of our accomplishments and are hitting new records due to the success of our Mexican Hass avocado sales program and the need to supply the market," said PPI President and CEO Avi Crane, "Our team continues to supply quality fruit and build relationships with current and new customers."

Even in the wake of supply shortages elsewhere, both Mexico and the Dominican Republic will help fill market demand on the East coast, Midwest and West coast markets. The industry is also anticipating a steady California crop next year, which is needed to supply total market demand.

This past year PPI experienced organic growth and revolutionary change within the company. PPI moved its corporate offices and cold storage facility to an historic packing house and cold storage in Orange, California. This grand opening received notoriety from Huell Howser and was featured in May and June on one of the most popular TV shows in the state.

“One of the most important things for us is the promise to always meet or exceed our customer’s expectations, and we will continue to keep that promise,” adds Crane.

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About Prime Produce International, LLC

Prime Produce International, LLC, is the fastest growing avocado packer and importer in the USA. The company supplies avocados year-round from California, Chile, the Dominican Republic and Mexico, marketing under the PRIME PRODUCE label, the H&H Label and the exporter’s label. Avocados are loaded at its Packing Houses and Cold Storage facilities in Orange, CA; McAllen, TX; Pompano Beach, FL and in Vineland, NJ. For more information, visit www.prime-produce.com.