

FOR IMMEDIATE RELEASE

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The Produce Exchange implements the FACT™ system, a proprietary taste profiling process that ensures consistently superior tasting produce, for its Victory Garden® brand fresh produce.

Livermore, CA – March 28, 2005—Research has shown that, when purchasing fresh produce, consumers identify *taste* as the most important factor. Addressing this consumer need at an unprecedented, and scientifically verifiable level, The Produce Exchange now taste tests every Victory Garden® item using a proprietary taste profiling system called FACT™ (Flavor, Appearance & Consistency Testing). The purpose of the FACT™ system is to objectively measure the taste attributes of produce to assure an optimum taste experience to the consumer.

The FACT™ system measures and tracks multiple sensory attributes that have been identified by a panel of produce experts. This set of attributes, known as the “taste profile”, is unique for every Victory Garden® item. Once the taste profile is established, a team of thoroughly trained quality experts monitors the performance of each item throughout the product life cycle - from field to retail store. This performance data, which is collected and analyzed on a real-time basis, is constantly measured against the taste profile standards. The produce must meet these exacting standards at every stage to be packed as Victory Garden®.

The Produce Exchange developed the FACT™ system in conjunction with Tragon, Inc., a global leader in consumer product optimization research. Three years of system development was undertaken to establish the taste profile parameters and data collection methodology. Over eighteen months of live data has been collected to support the taste profiles. Recently, Scientific Certification Systems (SCS), a leading third party evaluation and certification organization, has scientifically validated the FACT™ system methodology. The Produce Exchange utilizes the FACT system as the foundation of our commitment to delivering a superior taste experience to the consumer.

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