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FOR MORE INFORMATION:

Contact: Don Goodwin
Imagination Farms, LLC
don@imagination-farms.com
PH: 952-960-4667

Contact: Elizabeth Pivonka
Produce for Better Health Foundation
302-235-2329 ext 315

Imagination Farms and Produce for Better Health Foundation Forge Strategic Alliance

March 19, 2007; INDIANAPOLIS, INDIANA - Imagination Farms and the Produce for Better Health Foundation have forged a strategic alliance based on shared a vision of increasing consumption of fruits and vegetables.

Beyond traditional financial support, Imagination Farms has made a four-year commitment to provide direct marketing support to include further development of the kids section of the Produce for Better Health Foundation website with Disney character integration and implementing a seasonal promotion program tied to a movie or video release to drive additional excitement and enthusiasm around the Fruits & Veggies - More Matters™ brand. Additionally, Imagination Farms has committed to using the Fruits & Veggies More Matters logo on all packaging and serving on the PBH Board of Directors.

Don Goodwin, COO of Imagination Farms commented, "Our relationship with PBH is about extending awareness of both of our missions." Goodwin continued, "PBH has been a dedicated champion of the 5 A Day message for years and we are happy to support their new initiative of Fruits & Veggies - More Matters."

With the Fruits & Veggies - More Matters message front of mind, this alliance will leverage the marketing expertise of both organizations and the brand power of Disney Garden™ and Fruits & Veggies - More Matters to develop comprehensive marketing programs that reach moms and children through a variety of packaging, consumer media and in-store promotions. Goodwin remarked, "We feel this is just the beginning of our commitment to supporting PBH. We feel a responsibility to support the Fruits & Veggies - More Matters initiative in all activities that we undertake. Over the coming months, we will hold brainstorming sessions with our two teams to identify other ways we can work together."

"We are excited to be aligned with Imagination Farms and the Disney Garden brand," remarked Elizabeth Pivonka, President & CEO of the Produce for Better Health Foundation. "The marketing support that Imagination Farms can provide and the brand awareness that Disney garners is a significant opportunity to deliver our Fruits & Veggies - More Matters message to our core demographic of Gen X moms and their children."





As the number one family brand, the reach of Disney is a powerful tool. Through radio, TV, movies and more, families are immersed in the Disney brand more than 3 billion hours each year. Melinda Goodman, Director of Marketing for Imagination Farms noted, "Our efforts with PBH to create compelling promotions and website activities will be designed to engage children with their favorite characters and bring a piece of the Disney magic to fruits and vegetables."

For the last year, Imagination Farms has acted with one clear mission of increasing the consumption of fruits and vegetables among children and positioning themselves as the clear market leader of fruits and vegetables for children. Matthew Caito, CEO of Imagination Farms closed by saying, "This partnership with PBH is an opportunity to move our missions forward for the growth of our industry and the health of children."

The Disney Garden suppliers that support this initiative include: Ito Packing (stonefruit, cherries and blueberries), Four Star Produce (domestic grapes), Crunch Pak (sliced apples), Sunwest Fruit Corporation (California citrus), Progreso Produce (pumpkins and watermelons), Carousel Candy (low fat caramel apples), Chelan Fresh and L&M Northwest (apples, pears and cherries), Turbana Corporation (bananas and pineapple), Church Brothers/True Leaf Farms (vegetables), William Kopke Imports (Chilean grapes), Six L's/Custom Pak (tomatoes and watermelon) and Hugh Branch (sweet corn).

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Imagination Farms, LLC, is a national fresh produce marketing company with the mission of increasing the consumption of fresh fruits and vegetables among children. The company is the marketer of the Disney Garden™ brand of fresh produce, offering both organic and conventionally grown products, supplied by leading domestic and international growers and shippers. Imagination Farms offers a comprehensive assortment of innovative products and creative packaging, while maintaining the highest standards of food safety. For more information on Imagination Farms, call 877-6-I-FARMS (877-643-2767) or visit www.imagination-farms.com.

