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FOR IMMEDIATE RELEASE:

For Retailers, Iceberg Lettuce Sales Soar Over the Goalposts

SALINAS, Calif. (April 2008) – In football, the game is played to win. In retailing, the game is no different. During this year’s football season, Tanimura & Antle saw an opportunity to increase sales of a cold-box classic, iceberg lettuce, with their “Get a Head In The Game” promotion. And, like any great play, iceberg sales soared over the goalposts!

While lettuce arrived at select retailers in specially packaged wraps bearing football designs, produce managers in the United States and Canada raced to build effective, eye-catching displays. And, consumers responded. On average, stores reported significant lifts in sales, with some stores showing a 265% increase.

“Overall, the displays were tremendously effective in generating incremental ring. Produce managers were very creative with the tailgating idea, and they seemed to have fun with it –it’s a theme everyone can relate to. Tying in complementary items provided meal solutions for consumers, and for the retailers, this tactic brought in additional sales. With this approach, everybody wins,” said Rick Antle, CEO of Tanimura & Antle.

Based on the success of the “Hit A Home Run This Father’s Day” iceberg lettuce promotion from 2007, participating retailers were poised and ready to take on the challenge. Last year’s baseball-themed event reached a broader customer base, with similar sales lifts reported by retailers.

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“This promotion was targeted to a smaller, more select group of customers. For this reason, I was particularly surprised at the volumes they sold. We didn’t expect results like this, especially during the winter months. I think that the sports theme helped generate excitement. People “got into the game” themselves, and were motivated to win,” said Rick Antle, CEO of Tanimura & Antle.

Now, Tanimura & Antle is gearing up and getting *its* head into the *next* game – baseball, with their 2nd Annual “Hit a Home Run This Father’s Day” iceberg lettuce promotion. With select retailers already confirmed, the promotion will include the famed “baseball lettuce”, iceberg wrapped in baseball-themed wraps, which will begin shipping May 26. For more information, contact Tanimura & Antle’s Sales department at 1-800-772-4542.

Grand prizes for the “Get a Head In The Game” promotion, valued at \$1,000, will be awarded to the top display within each participating retail chain. Tanimura & Antle will also award all entrants and their store managers a custom embroidered, take-anywhere stadium seat and a baseball hat.

Winners include:

- Ingles: Grand Prize – Forest City, NC
- Thrifty Foods: Grand Prize – Victoria, BC, Canada

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About Tanimura & Antle:

Tanimura & Antle is an industry leader whose commitment to premium quality produce has remained strong since its formation in 1982. The Tanimura & Antle families combined more than 50 years of experience and knowledge to establish a produce company unrivaled in its quality products, innovation and dedication to growers, customers, consumers and employees. Today, as the largest independent lettuce growers in the U.S., Tanimura & Antle farms over 60,000 acres of rich, fertile farmland and ships a full line of premium fresh produce products throughout North America, Europe and Asia. For more information, please visit www.taproduce.com