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- For Immediate Release -

Chilean Avocado Importers Association Launches Integrated Retail Promotion that Encourages Consumers to Show Their Love

Shoppers to Join Chilean Avocado Lovers Club & Win Fabulous Prizes

Aptos, Calif. (Sept. 11, 2009) – The Chilean Avocado Importers Association (CAIA) considers its supermarket retail partnerships as the cornerstone of its marketing efforts to successfully increase U.S.-based consumer demand and consumption of Hass Avocados from Chile.

As a result, the CAIA has created a national platform to reach consumers in a way that will be customized for the market area of each supermarket retail partner.

The Chilean Avocado Importers Association (CAIA) has launched the Chilean Avocado Lovers Club, which serves as a virtual community for Chilean avocado lovers to network with each other via the club's Facebook fan page, follow a live stream of club updates via Twitter, and enter the club's "So Good, So Many Ways Random Drawing." Winners will receive \$250 in free groceries or an official soccer ball.

"We are very excited about this new consumer giveaway – especially during an economic time when consumers can benefit from free groceries," said Maggie Bezar, marketing director of CAIA. "Winning \$250 in groceries can be equivalent to a week of meals for a small family. It is a way of showing our consumers we love them for loving our product."

Consumers have the opportunity to join the club and enter the drawing over a five-month time frame beginning today, Sept. 1, at 12:00 EST through 11:59 p.m. EST on Feb. 15, 2010. Participants may also enter the drawing by mailing in an entry form obtained from local grocery stores supporting the club by displaying promotional materials created by CAIA.

In each produce department of the participating supermarket chains, CAIA will inform consumers about the Chilean Avocado Lovers Club and random drawing through a brand-new, in-store avocados from Chile display unit with handy ripening bags for consumers' home use and a colorful sweepstakes entry pad.

Winners will be randomly selected and notified by telephone or email no later than March 15, 2010. Sixty lucky winners will each receive a \$250 supermarket gift card Grand Prize. Two hundred additional winners will each receive an official Chilean Avocado Importers Association/American Youth Soccer Organization (AYSO) Soccer Ball runner-up prize. Entries will be accepted

online and via direct mail.

For more information about the Chilean Avocado Lovers Club or to enter the “So Good, So Many Ways Random Drawing,” visit www.chileanavocadoloversclub.com Or to become a fan of the Chilean Avocado Lovers Club on Facebook, visit www.facebook.com/chileanavocadoloversclub .

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About Chilean Avocado Importers Association (CAIA)

CAIA, established in 2002, is composed of Chilean avocado importers, exporters and producers. The association’s main objective is to conduct market development activities and promotions to increase the consumption of Chilean Hass avocados in the United States during the Chilean season, August through March. Chilean Hass avocados are available throughout the fall and winter, when California avocados are out of season – complementary to the Chilean season.