



Food Company, Inc.

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NEWS RELEASE

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**DOLE FOOD COMPANY, INC. ANNOUNCES THE OPENING OF A
NEW BAGGED SALAD PLANT IN NORTH CAROLINA**

WESTLAKE VILLAGE, California, February 7, 2007 – Extending its leadership in fresh food products, Dole Food Company, Inc. recently announced it has opened a new bagged salad plant in Bessemer City, North Carolina. The \$54 million facility expands Dole’s salad distribution network and provides improved deliveries to its Southern and East Coast customers. The facility currently employs 250 workers and plans to add an additional 200 workers in the Spring.

“This is a major milestone for Dole, our customers and the residents of Bessemer City and Gaston County. The facility is important to expanding Dole’s presence in the southern and eastern United States. We received great cooperation from government officials at the state, county and city level,” said Eric Schwartz, President of Dole Fresh Vegetables.

The 280,000-square-foot plant, which produced its first case of salad on January 23, is Dole’s largest bagged salad plant in the United States and Dole’s first bagged salad plant in the Southeast. The plant employs the latest packaging technology and the most advanced computerized systems to ensure food safety. The new facility is Dole’s fourth bagged salad plant in the United States, joining Dole’s plants in Arizona, California and Ohio.

According to Mr. Schwartz, “Dole’s ability to operate four regional bagged salad plants allows us to enhance our regional customer service capabilities, whereas before we were dependent on our plant in Ohio for deliveries in the South and East.”

Dole Food Company, Inc, with 2005 revenues of \$5.9 billion, is the world's largest producer and marketer of high-quality fresh fruit, fresh vegetables and fresh-cut flowers. Dole markets a growing line of packaged foods and frozen fruit and is a produce industry leader in nutrition education and research.

This release contains "forward-looking statements," within the meaning of the Private Securities Litigation Reform Act of 1995 that involve a number of risks and

uncertainties. Forward looking statements, which are based on management's current expectations, are generally identifiable by the use of terms such as "may," "will," "expects," "believes," "intends" and similar expressions. The potential risks and uncertainties that could cause actual results to differ materially from those expressed or implied herein include weather-related phenomena; market responses to industry volume pressures; product and raw materials supplies and pricing; changes in interest and currency exchange rates; economic crises and security risks in developing countries; international conflict; and quotas, tariffs and other governmental actions. Further information on the factors that could affect Dole's financial results is included in its SEC filings, including its Annual Report on Form 10-K.

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