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

William H. Kopke Jr. Inc. Joins Cast & Crew at Imagination Farms to Supply Disney Garden Brand

February 23, 2007; INDIANAPOLIS, INDIANA – Imagination Farms has expanded its distribution by adding William H. Kopke Jr. Inc. of Lake Success, NY to its list of Disney Garden premium suppliers.

Don Goodwin, COO of Imagination Farms commented, “With our singular focus on increasing the consumption of fruits and vegetables among children, a year round grape program was a priority for us.” Goodwin continued, “Kopke is clearly a leader in Chilean imports and will help us bring quality grapes to the marketplace, further enhancing our role as a leader in fresh produce marketing to children.”

With years of experience in sales and marketing of imported produce, Peter Kopke, Sr., President of William H. Kopke Jr. Inc. added, “As marketers we are always looking for new opportunities to meet the needs of our customer base. We are eager to begin shipping Disney Garden grapes and we are proud to be a part of this innovative organization that is focused on marketing, but committed to getting kids to eat more fruits and vegetables.”

Grapes are a top five fruit item in the produce department and Fresh Trends recently reported that over 40% of parents with children are likely to purchase grapes. The Disney Garden program aims to offer retailers a comprehensive list of products and a year round solution of seamless supplies from one growing region to the next while offering consumers high quality, innovative products with a touch of Disney magic.

Domestic grapes made their debut in the Disney Garden program last June and the Chilean Grapes will feature similar packaging highlighting Mickey Mouse to create a cohesive brand visual for the consumer. “Consistency is so important for the retailer and the consumer to build brand recognition. To continuously compliment our nutritional message we feature fun health facts on our packaging in the form of easy to understand messaging for kids and calls to action to visit the Imagination Farms website at www.imagination-farms.com for learn and win opportunities,” related Mark Haun, west coast sales manager for Imagination Farms.

Chilean grapes in the Disney Garden brand will be available directly from William H. Kopke Jr. Inc.. William H. Kopke Jr. Inc. joins other Disney Garden suppliers 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), Six L’s/Custom Pak (tomatoes and watermelon) and Hugh Branch (sweet corn).