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**Six L's/Custom Pak Embrace Healthy Initiatives with Imagination Farms
and Pack Disney Garden Brand**

March 9, 2007; INDIANAPOLIS, INDIANA - The mission of Imagination Farms to increase the consumption of fruits and vegetables among children continues to expand with the addition of Six L's/Custom Pak of Immokalee, FL, as a Disney Garden premium supplier of tomatoes and watermelons. Disney Garden tomatoes will be available in April and watermelons available in June.

Six L's/Custom Pak will provide a year round program of tomatoes to include grape tomatoes, cherry-on-the-vine tomatoes and round tomatoes. In addition to tomatoes, Custom Pak will also be shipping watermelons in the Disney Garden brand. Custom Pak joins Imagination Farms supplier Progreso Produce, also a watermelon supplier to ship seedless and personal melons seasonally from the states of Florida, North Carolina and South Carolina. Don Goodwin, COO of Imagination Farms commented, "When promoting our consumption mission, maintaining a consistent presence at retail with core items like tomatoes is critical to overall consumer awareness." Goodwin continued, "Six L's national presence at retail will help us build our brand and our mission of increasing consumption among children."

With their leadership position in tomatoes, Darren Micelle, General Manager of Six L's/Custom Pak commented, "We believe in the marketing power of brands and the influence they have on consumers. The Disney Garden program is an innovative opportunity to deliver on retail sales initiatives with a clear goal of affecting the future of all produce items, including tomatoes, by moving the meter on consumption."

Tomatoes are a consumer favorite and Fresh Trends recently reported that 80% of consumers, including those with children purchased tomatoes on a regular basis. In the same survey 32% of consumers reported purchasing tomatoes as a snack. "The consumer interest in tomatoes as a snack clearly fits our mission of addressing children. Although we seek to add fruits and vegetables to all meal occasions, we look to add many items like grape tomatoes, that provide the perfect sized foods for children to eat with dinner, have as a snack, or take to school in their lunchbox," added Melinda Goodman, Director of Marketing for Imagination Farms.

With any Disney Garden program comes the Disney magic. Tomatoes will feature the family of characters from the Disney/Pixar movie *The Incredibles*. As always, the Disney Garden packaging will feature fun health facts and calls to action to visit the Imagination Farms website for Learn & Win opportunities that reinforce the message of healthy eating.

Tomatoes and watermelon in the Disney Garden brand will be available directly from Six L's/Custom Pak. Six L's/Custom Pak 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), William H. Kopke, Inc. (Chilean Grapes) 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.

