

FOR IMMEDIATE RELEASE:

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MICHIGAN FRUIT PROCESSING COMPANY DEVELOPS INNOVATIVE NUTRACEUTICAL DRIED FRUIT PRODUCTS THROUGH JOINT RESEARCH & DEVELOPMENT EFFORTS WITH ITS JAPANESE PARTNER

Graceland Fruit is a leading producer of dried fruit products. Headquartered in Frankfort, Michigan, it is the largest manufacturing employer in Benzie County providing 200 jobs in the community. The Company primarily produces infused dried fruits such as cherries, cranberries, wild and cultivated blueberries, and apples. It also produces fruit concentrate juice, and a line of frozen fruit products under its Soft-N-Frozen™ brand. Graceland's products are sold in the United States and over 40 other countries around the world with Japan and Germany being two of its largest export markets. Graceland products are consumed as healthy snacks either alone or in trail mixes, as ingredients in salads and restaurant cuisine applications, and as industrial ingredients in a wide variety of uses including baking applications, cereals, health bars, ice creams and yogurts.

Located in northern Michigan, in the heart of North America's largest tart cherry growing region and the second most diverse agricultural state in the country, Graceland has been a leader in the development of fruit products since 1973. Today, the Company uses proprietary technologies to produce shelf-stable infused dried fruit products that retain their natural nutritional content. The Company holds several food science patents and has earned a number of industry awards including the prestigious Edward R. Madigan U.S. Agricultural Export Excellence Award, National Agricultural Marketer of the Year, Michigan Manufacturer of the Year, and Michigan Exporter of the Year. The Company maintains an obsessive focus on its responsibility to customers in terms of ensuring food safety, and also in providing affordable products through the use of highly efficient manufacturing practices.

Graceland Fruit excels in innovative product development that optimizes nutrition and health attributes, while delivering convenient and delicious food products of the highest possible quality to the market. Its diverse product line includes organics, juice-infused dried fruit, and dried fruits with low or no sugar added. All of its products contain only natural ingredients, have no preservatives, are gluten-free, non-allergenic, are sensitive to religious requirements, and provide the antioxidants and other nutraceutical benefits of the raw fruit. Through its focus on innovative food science and product development, Graceland has substantially contributed to the expansion of the dried fruit market from its limited offerings of raisins, dates and figs twenty years ago, to the extremely diverse product offerings available today.

Graceland Fruit has a strong partnership with Otsuka Foods Co., Ltd., which has 800 employees and generates annual revenue of nearly \$800 million. Initially a customer and purchaser of Graceland Fruit products for its Soy Joy nutritional bar, Otsuka Foods has become a strategic partner with Graceland Fruit through a financial investment, leadership with senior officials of Otsuka Foods serving on Graceland Fruit's Board of Directors, and an exciting research & development partnership focused on super fruit products, nutraceuticals, and functional food. "Functional food" is food that has new ingredients added, or more of an existing ingredient added, to increase the food's nutritional content and effect on health promotion or disease prevention.

Graceland Fruit maintains a fully staffed R&D department headed by PhD food scientist, Dr. Nirmal Sinha, who is a world-renowned leading authority on dried fruit processing techniques. Mr. Ken Sekiguchi of Otsuka Foods has been studying at Michigan State University on a fellowship under the guidance of Dr. Sinha, and has been working to utilize innovative technologies to increase the health benefits of Graceland Fruit's current dried fruit products. The goal is to produce the current all natural products with reduced sugar or no sugar added, with higher levels of antioxidants and nutraceuticals. These innovative functional food products will meet increasing consumer demand for convenient and delicious snacks that support a healthier life style for families.

Graceland Fruit's Chief Executive Officer Mr. Alan DeVore, and Mr. Brent Bradley, Vice President of Sales & Marketing will be traveling to Tokyo later this month to meet with Mr. Yoshihito Nakai, President of Otsuka Foods, and Mr. Shigehiro Kanata, Chief Financial Officer, to discuss the continuing corporate partnership and new product development. Graceland Fruit's partnership with Otsuka Foods is a beneficial contributor to the Michigan economy, and presents new opportunities for growth. Mr. Keith Creagh, Director of the Michigan Department of Agriculture and Rural Development, Mr. Michael Finney, President and CEO of the Michigan Economic Development Corporation, and Michigan Governor Rick Snyder, will also be traveling to Tokyo to participate in the meetings between Graceland Fruit and Otsuka Foods. These meetings should prove to be very fruitful.

To contact Graceland Fruit, Inc., visit: www.gracelandfruit.com

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Extraordinary Fruit Products

Information About the Health Benefits of Graceland's Dried Fruit Products:

Less than one-third of Americans eat the amount of fruits and vegetables the government recommends, according to a study released by the Centers for Disease Control and Prevention. One of the reasons cited for low fruit consumption is that people aren't aware that all forms (dried, frozen and juice) count.

The raw fruits at the core of Graceland's business (cranberries, blueberries, cherries, and apples) provide numerous health benefits to our society. The majority of physicians and other health professionals believe there is a clear association between a diet high in fruits and vegetables and a low risk of chronic disease.

Phytonutrients (naturally derived plant compounds), particularly antioxidants, are increasingly being shown to help optimize human health and fight against severe diseases. Recent scientific research demonstrates that cranberry, blueberry and cherry products contain significant amounts of antioxidants and other phytonutrients that may help protect against heart disease, cancer and many other diseases.

While the cranberry is perhaps best known for its effect on urinary tract health, newer research indicates that it may act elsewhere in the body against other bacteria as well. Other studies suggest that fruits such as the cranberry with high ORAC values may provide protection against chronic age-related afflictions such as loss of coordination and memory.

Recent research has indicated that wild blueberries have one of the highest levels of antioxidant activity in fruits. Diets containing blueberries may also improve motor skills, reverse short-term memory loss, and reduce chronic inflammation. Other potential health benefits derived from the blueberry include improved brain, heart, urinary tract, and vision health.

Tart cherries also contain amongst the highest level of antioxidants compared to other fruits and they serve as a natural source of vitamin A, vitamin C, potassium, magnesium, iron, fiber and folate. Cherries also contain melatonin, which has been found to help regulate the body's natural sleeping patterns, aid with jet lag, prevent memory loss and delay the aging process.

The health benefits of apples range from cancer protection to Alzheimer's prevention, and include bone protection, alleviation of asthma, lower cholesterol, lung and breast cancer prevention, and others.

While the market will continue to demand healthy, affordable, and high quality food products, it will also be necessary to continue to increase consumer awareness about the health benefits of a fruit based diet, and how Graceland Fruit's products can support a healthier lifestyle for families.

Graceland Fruit has always been considered a leader in product innovation and will continue to be a leader in this regard. The Company is also unique in that it provides its customers with a "one-stop-shop" option for a wide variety of dried fruit products.