

## **AgriWorld Exchange Family Welcomes Mission Produce Online Exchange Anticipated to Expedite Business**

Menlo Park, CA and Oxnard, CA -- Jan. 8, 2008

AgriWorld Exchange, the first live online agri-trading marketplace, today announced that Mission Produce, one of the world's largest avocado producers and shippers, has signed an agreement to trade fresh produce using AgriWorld Exchange. The agreement enables the company to offer its grower base the latest technological methods for selling the highest quality products.

"AgriWorld Exchange is an exciting step forward for us," explained Ross Wileman, VP of Sales & Marketing, Mission Produce. "We have become known for industry firsts: we were the first U.S. company to import avocados from Chile, and one of the first to export avocados to Asia, Canada and Europe. Now, AgriWorld Exchange will help us communicate more quickly and more clearly with customers in those and other geographical areas, at a fraction of the cost of other methods."

According to Wileman, "But avocados aren't our only business; we also handle asparagus year-round. We definitely plan to use AgriWorld Exchange for asparagus from California, Mexico and Peru as well."

Mission Produce prides itself not only on being a major year-round supplier of fresh produce; its commitment to high-tech equipment, national distribution and customer service certainly make it the best avocado company around. Mission was the first to initiate a true Ripe Program and continues to lead the industry in bringing ripe avocados to market. A computerized "feel test" on each avocado ensures optimal quality and readiness, mimicking the actual consumer experience. Similarly, the company takes food safety seriously, and has invested in a full Quality Assurance and Food Safety team that continually monitors each phase of the operation, backed by independent lab testing.

"We are delighted to have a company of the caliber of Mission Produce join our growing network of buyers and sellers," stated Dr. Arlin Torbett, Chairman and CEO of AgriWorld Exchange. "This is a company that understands worldwide reach, and also understands the economics of having global distribution available for a very affordable price. With the company's commitment to quality and safety, this partnership will ensure ongoing success and extended market reach."

AgriWorld Exchange is the first online agri-trading marketplace designed specifically to enable buyers and sellers worldwide to connect online in an innovative open market for fresh produce. AgriWorld Exchange gives trading members a powerful and secure e-commerce platform to conduct agribusiness efficiently, driving greater profitability and expanded market reach for member businesses.

# Mission Produce Joins AgriWorld Exchange Family

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For sellers, AgriWorld Exchange's online trading system links trading members to an ever-expanding worldwide network of qualified buyers, providing the tools to negotiate the best available price and sales terms. Automated features simplify common transaction processes, improving sales productivity and reducing the cost of generating new business.

For buyers, AgriWorld Exchange is a real-time buying assistant, locating the products they need, when they need them. They can quickly search for the new products and convenient packages that customer's want, in a streamlined purchasing process that makes it easy to complete more transactions every day.

## **About Mission Produce**

Mission Produce was founded on the principle of providing avocado growers with quality service and strong financial returns. For over 20 years, they have been doing just that. Mission has a solid commitment to its grower base and the company continually strives to provide its growers with the latest horticultural and harvesting information. They support the growers to a far greater extent than any other avocado handler, and work hard to develop long-term, trusting relationships that are mutually beneficial. Mission growers understand the company's main objective: to be known for the highest quality products in the marketplace.

## **About AgriWorld Exchange**

AgriWorld Exchange, founded in 2007 in Menlo Park, California, brings together buyers and sellers of fresh produce in a secure, open-market online trading community. AgriWorld Exchange speeds up the traditional flow of business by allowing growers-shippers, produce wholesalers, supermarket retailers and other agri-traders to meet new customers and conduct business 24 hours a day, seven days a week. The Company was founded by produce industry experts from the grower/shipper, broker, wholesaler and retailer markets, and boasts an impressive management team with strong e-commerce and high technology expertise. AgriWorld Exchange is committed to transforming the way agricultural products are traded worldwide. For more information on the company, visit the web site at <http://www.agriworldexchange.com>.

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