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## **AgriWorld Exchange Adds Pioneer Growers Cooperative to Family Online Exchange Expected to Expedite Flow of Produce**

Menlo Park, CA USA -- Jan. 30, 2008

AgriWorld Exchange, the first live online agri-trading marketplace, today announced that Pioneer Growers Cooperative of Belle Glade, Florida, one of the industry's largest producers and shippers of sweet corn, has signed an agreement to use AgriWorld Exchange to trade fresh produce over the Internet. The agreement will allow the company to sell more than five million cases of fresh sweet corn, red radishes, green beans, cabbage and other products annually to buyers throughout the world.

"We were eager to sign with AgriWorld Exchange," remarked J.D. Poole, Vice President and Sales Manager of Pioneer Growers Cooperative. "With today's marketplace, everyone is looking for new and innovative ways to get product to the masses as quickly as possible. AgriWorld Exchange is much quicker than conventional ways." He adds "We also hope it will increase our international exposure. The fact that the Exchange is available in English and Spanish (and soon in other languages) will greatly enhance our ability to communicate with buyers and sellers in other countries."

Pioneer Growers Cooperative comprises first, second & third generation farmers who produce fresh vegetables for the marketplace virtually year-round. Crops from South Florida, Georgia and the Midwest help the cooperative to maintain consistent year-round supplies of packaged products. Primary markets for the group's output have been chain stores, wholesalers and terminal market customers throughout the United States and Europe. This market is expected to expand significantly as the cooperative offers produce to a global market via AgriWorld Exchange.

Pioneer Growers is known for the quality of its labels as well as the importance it places on food safety. The Frontier, Stay Sweet, Team and Royal Red labels are known around the world for the quality they represent. Likewise, the cooperative is renowned for its efforts in ensuring the safety of their products. The use of Standard Sanitary Operating Procedures and Good Manufacturing Practices, periodic laboratory inspections and third party audits all work together to lead to better food safety, and help ensure the food tastes better and has a longer shelf life.

"It is a true pleasure to welcome Pioneer Growers Cooperative to the growing family of buyers and sellers," commented Dr. Arlin Torbett, Chairman and CEO of AgriWorld Exchange. "This cooperative has built a reputation for responding to the needs of the marketplace through effective planting, choice of varieties and strict attention to food safety, ensuring a year-round supply of quality produce. Now, through AgriWorld Exchange, they can bring that responsiveness to a new global level."

## AgriWorld Exchange Announces Release 1.5

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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.

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.

**About Pioneer Growers Cooperative** Pioneer Growers Cooperative is a grower-owned marketing cooperative established in 1950. We package and sell over 5 million cases of fresh sweet corn, red radishes, green beans and cabbage annually. Pioneer's sales staff services chain stores, wholesalers, and terminal market customers. We sell to markets in the northeast, mid-Atlantic, south-east, mid-west and Europe. Our Frontier, Stay Sweet, Team and Royal Red labels are known around the world for the quality they represent.

### **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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