



PRESS RELEASE FOR IMMEDIATE RELEASE

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Four Seasons Produce, Inc. launches new business with a logistics focus

Ephrata, PA (August 31, 2006) - Full-service produce distributor Four Seasons Produce, Inc. today announced a formal extension of their supply chain management services through the establishment of Sunrise Logistics, Inc.

Sunrise Logistics, Inc. will provide customized logistics solutions for customers looking for ways to more effectively and efficiently distribute products cross-country or along the busiest, most congested areas of the East Coast. Under the direction of General Manager Chuck Holt, the new business will continue to uphold and reinforce parent company Four Seasons' 30-year commitment to understanding, anticipating and satisfying the needs of its' customers and the industries it serves. "We have always been, first and foremost, a customer service company," says Holt. "Through Sunrise Logistics, we can leverage our customer service culture and offer a range of logistics services to a broader range of industries and product categories."

In addition to providing temperature controlled freight services and competitive just-in-time deliveries through its own fleet of trucks, Sunrise Logistics, Inc.'s new state-of-the-art temperature controlled distribution center offers premium conditioned storage services, including produce ripening capabilities, and is a Primus- and Pennsylvania-certified organic facility. Other services include cross-docking, rail siding, consolidation, repacking, and other value-added services.

"Our customers will realize significant increases in distribution efficiencies," continues Holt. "With our wide range of supply chain offerings including third party storage and forward logistics, intermodal and backhaul opportunities, we can provide flexible solutions all managed through state-of-the-art communication technologies."

For more information on Sunrise Logistics, Inc., visit the company's website at www.sunriselogisticsinc.com or contact Chuck Holt at (888) 518-8502.

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