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NUNES COMPANY UNVEILS TELEVISION ADVERTISING CAMPAIGN PROMOTING FOXY VEGETABLES

SALINAS, CA----The Nunes Company, Inc., marketers of Foxy brand vegetables will launch a consumer television advertising campaign this week to promote the care and quality of its Foxy vegetable items. The consumer advertising campaign features a 30-second spot that will run through November in selected US markets.

The campaign's commercial, "Our Family Farm", highlights the beauty of California's Salinas Valley while promoting the care and quality the Nunes family puts behind Foxy brand vegetables. The commercial also speaks of the four generations of Nunes family members that have grown Foxy vegetables. Nunes Company President Tom Nunes, Jr appears as spokesperson for the company's vegetable line, telling viewers "our family farm is your farm---- and has been for sixty years." The tag line "Foxy Vegetables-Taste the Freshness" closes the spot, including information on the company's web site (www.foxy.com)

The consumer advertising campaign will have two separate flight dates: November, 2006 and February, 2007. The first flight will be seen by viewers in New York, NY; Boston, MA; Harrisburg, PA; Greenville, SC; Albany, NY and Buffalo, NY. Markets for the second flight are still being determined. The spots will air on ABC, NBC, CBS and Fox affiliates in each market, with an emphasis on reaching women aged 25-54. Among the programs where the commercial will appear are Good Morning America, Today Show, Oprah, The View, local news and several prime-time programs.

"We have very supportive and loyal partners-----retail, wholesale and foodservice customers---- as well as a strong following for Foxy products by consumers, especially in the Northeast United States," said Tom Nunes, Jr President of The Nunes Company. "More than ever, consumers need to know the care and attention to quality that our industry puts into producing healthy, safe and nutritious fresh produce."

The new television campaign is part of a continuous and ongoing consumer marketing program started in 1989. The Nunes Company has spent over \$20 million promoting Foxy brand vegetables to consumers throughout the country via consumer advertising.

"The fresh produce industry has the greatest products in the world to market to consumers and we need to actively promote them. The biggest challenge we face to the health of the American public is that consumers are not eating enough fresh produce," Nunes said.

The commercial will be available for viewing at www.foxy.com on Thursday, November