



FOR IMMEDIATE RELEASE

NewStar to Introduce 2.25lb Sleeved Asparagus Pack

Salinas, California, January 18, 2007 – NewStar Fresh Foods®, the world's largest shipper of iceless Green Onions and a recognized leader in packaged Spinach and Asparagus, has announced the launch of an Iceless 2.25lb sleeved Asparagus pack. Capitalizing on the increasing popularity of the current 1lb sleeved Asparagus, NewStar will introduce the new 2.25lb sleeved Asparagus to select club stores beginning in February.

"The Asparagus sleeve retains moisture and gives the Asparagus a longer shelf life," says John Killeen, Vice President of Sales and Marketing. *"In addition, the sleeve requires no liner pads or ice crates, and does not sit in a tray of water like traditional bunched asparagus."*

The iceless pack of sleeved Asparagus offers many benefits, including a longer shelf life that reduces shrink, increased freshness and eased rotation. In addition, the sleeve decreases the food safety risk of consumer handling at the store level.

Another tangible and immediate benefit to the NewStar sleeved Asparagus is the reduced shipping costs with the elimination of excess weight, reduced wastewater on the warehouse floor, and enhanced employee safety with reduced slip and fall injuries. The sleeved pack also features a UPC code for increased accuracy on sell-through and decreased retail check out time.

"NewStar Fresh Foods is a leader in quality Asparagus," adds Killeen, *"and our new 2.25lb breathable Asparagus sleeve expands on our highly successful 1 lb asparagus sleeve offering, adding value to the Asparagus category."*

About NewStar Fresh Foods®

Since its formation in 1996, NewStar Fresh Foods has grown to become a leader in providing superior quality value added produce. Today, NewStar stands out as the world's largest shipper of iceless Green Onions, and continues to expand its leadership in value-added Spinach, Asparagus, and tender leaf products. NewStar maintains stringent standards for food safety and product quality throughout the growing, processing and shipping processes with a dedicated supply-chain management team, state-of-the-art facilities, an unbroken product cold-chain, uncompromised food safety standards, and a corporate focus on delivering both world-class produce and stellar customer service. For more information on NewStar, visit www.newstarfresh.com.

Contacts: John Killeen, Vice President of Sales & Marketing
NewStar® Fresh Foods
900 Work Street
Salinas, California 93901
831.758.7540
jkilleen@newstarfresh.com
www.newstarfresh.com

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