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FOR IMMEDIATE RELEASE

PRODUCE DISTRIBUTION CENTER JOINS PRO*ACT

Monterey, CA (March 3, 2008) - PRO*ACT, America's leading fresh produce supplier to the foodservice industry announced today that Produce Distribution Center, LLC, Jacksonville, FL, has joined the company's distribution network.

Produce Distribution Center, LLC was founded by industry veteran Larry Movsovit. The company is managed by Larry and his sons Seth and Max, both fourth generations in a legacy began in the late 1890's by their great grandfather, Max Movsovit. Operating out of a 45,000 square foot warehouse with 25,000 square feet of refrigerated dock space, they provide the finest fresh fruit and vegetables to foodservice, wholesale, and retail customers to points as far south as Daytona Beach and as far north as Savannah, GA.

PRO*ACT is America's leading distributor of fresh produce to the foodservice industry. For almost two decades, PRO*ACT has been providing foodservice operators with the distinct benefit of streamlining the produce supply chain – offering significant cost benefits and an easy, one call solution to secure the freshest produce from over 70 third-party inspected distribution centers across the United States and Canada.

Larry Movsovit, stated, "Produce Distribution Center assembled a management team hand-picked from seasoned produce professionals I've worked with over the years. They are some of the finest and most respected individuals in the produce industry. Our goal is to provide our customers with superior produce of uncompromised quality and exceptional customer service. We strive for excellence in everything we do. So when the northern Florida market opened up for a new Pro*Act distributor we jumped at the chance to represent them. Pro*Act's programs are simply the best out there and we are really excited to be able to team up with them. They provide us with resources in every aspect of the business: sourcing and procurement, logistics, technology, sales and marketing, and food safety. Those resources will enable us to grow our market share very quickly. We couldn't be happier."

Lloyd Ligier, Vice President of Business Development for Pro*Act, commented, "Produce Distribution Center is a perfect fit for us. They are an independent produce distribution specialist with very high standards of conducting business. Larry and his team have a passion and enthusiasm for produce that is really energizing. They are a progressive company from a technology and food safety standpoint. And they cover a distribution area that is an important one for our national foodservice customers. We are very pleased to add them to our roster."

PRO*ACT is America's leading specialty distributor of fresh produce to the foodservice industry. Headquartered in Monterey, CA, with an office in Dallas, TX, PRO*ACT's distributor roster includes the nation's leading produce specialists. PRO*ACT Specialties, a specialty produce division of PRO*ACT, operates facilities in Los Angeles, CA and Miami, FL. For more information visit the PRO*ACT website at www.proactusa.com

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