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FOR IMMEDIATE RELEASE

PRO*ACT ANNOUNCES NEW CHIEF OPERATING OFFICER Max Yeater Promoted to C.O.O.

Monterey, CA (October 17, 2007) - PRO*ACT, a leading fresh produce supplier to the foodservice industry, is pleased to announce the promotion of Max Yeater to the newly created position of Chief Operating Officer. Yeater previously held the position of Vice President of Procurement. As Chief Operating Officer he will be responsible for the day to day operations of the Company with Procurement, Client Services, Marketing, Business Development, and Food Safety all under his leadership. Yeater reports to Steve Grinstead, PRO*ACT President and C.E.O.

Over the past fourteen years, Yeater has held positions of increasing responsibility at PRO*ACT including Product Manager, Director of Procurement and Vice President of Procurement. He has overseen the successful development of PRO*ACT's strategic grower/shipper relationships, contracts, and consolidated purchasing programs which bring value to PRO*ACT's suppliers, distributors, and multi-unit customers. His team has successfully grown the purchasing programs by over 15 percent each year, expanding from an original West Coast buying office that dealt mainly with row crops, potatoes and apples, to value added and regional programs that cover hundreds of produce commodity groups. PRO*ACT's annual purchases are on pace for nearly 50 million packages in 2007.

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.

Steve Grinstead, President & CEO of PRO*ACT, stated "Max has been instrumental in the growth and success of PRO*ACT. His experience, sound judgment, and leadership style all positioned him to take over the reins of the day to day operations. His appointment as C.O.O. will allow me to devote more time to the strategic issues of our business and our industry."

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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