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FOR IMMEDIATE RELEASE

PRO*ACT ANNOUNCES NEW DISTRIBUTOR IN SOUTH CENTRAL TEXAS

Monterey, CA (March 2006) - PRO*ACT, a leading fresh produce supplier to the foodservice industry, announced today that Hardie's Fruit & Vegetable Company-South, formerly Five Star Produce, Austin, TX, has become its newest produce distributor.

Pro*Act provides consolidated produce distribution programs, sourcing, and information services to regional and national multi-unit foodservice operators through its vast network of independent distributors.

Steve Grinstead, Pro*Act President & CEO remarked he "couldn't be more pleased" with Hardie's recent acquisition of Five Star which expands their delivery service to the South Central Texas market. "Pro*Act clients expect and deserve high levels of service. They already know that is what they'll get from Hardie's Fruit & Vegetable Company. Since their beginnings in 1999, Five Star has quickly built a reputation for working harder for their customers. I have no doubt Pro*Act multi-unit customers in South Central Texas will be better served by our new distributor in that market."

Greg Rowe, President of Five Star Produce and now President of Hardie's South is excited about joining the Pro*Act organization. He stated, "We are not only excited to be a part of the Hardie's organization but also to become a Pro*Act member. Pro*Act's sourcing capabilities and their information and technology programs are outstanding. Pro*Act provides us resources and efficiencies beyond those we could hold as an independent company. With the strength of Hardie's and Pro*Act behind us we'll be able to devote even more time to our customers unique and varied needs."

Five Star Produce services over 200 customers including some of the finest white tablecloth, hotel and resort establishments in Central Texas. They distribute fresh produce and gourmet food items from Waco to San Antonio. Hardies Fruit & Vegetable, a longstanding member of the Pro*Act produce distribution group, serves food service and retail accounts in Texas and Louisiana covering a 400-mile territory. More than 800 food service and retail customers located from Dallas/Fort Worth to San Antonio will be serviced by the expansion of Hardie's Fruit & Vegetable.

PRO*ACT, America's leading specialty distributor of fresh produce to the foodservice industry, offers produce category solutions and delivery service to foodservice operators across America. PRO*ACT is headquartered in Monterey, CA and PRO*ACT Specialties, a division of PRO*ACT, is located in Los Angeles, CA and Miami, FL.