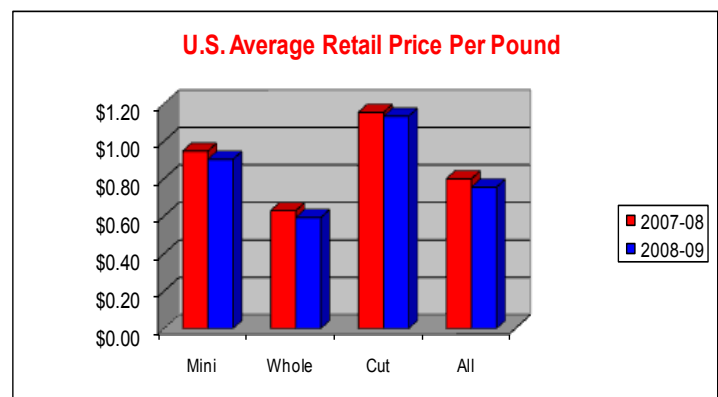


October 25, 2009

Retail Sales in Pounds				
	2007-08	2008-09	% Change	2008-09 Sales Share
Mini	132,069,810	130,974,813	-0.83%	11.33%
Whole	711,134,579	753,556,507	5.97%	65.19%
Cut	285,207,242	271,399,358	-4.84%	23.48%
Total	1,128,411,631	1,155,930,679	2.44%	100.00%

Retail Price per Pound		
	2007-08	2008-09
Mini	\$0.95	\$0.90
Whole	\$0.63	\$0.59
Cut	\$1.15	\$1.13
All	\$0.80	\$0.75



Regional Price Per Pound			
Region	Whole Price/lb	Cut Price/lb	Mini Price/lb
California 2007-08	\$0.47	\$1.84	\$0.85
California 2008-09	\$0.48	\$1.83	\$0.83
Great Lakes 2007-08	\$0.83	\$1.02	\$1.07
Great Lakes 2008-09	\$0.69	\$1.05	\$1.12
MidSouth 2007-08	\$0.62	\$1.22	\$1.27
MidSouth 2008-09	\$0.58	\$1.39	\$1.10
Northeast 2007-08	\$0.71	\$0.89	\$1.15
Northeast 2008-09	\$0.68	\$0.90	\$1.02
Plains 2007-08	\$0.68	\$1.28	\$0.92
Plains 2008-09	\$0.61	\$1.30	\$1.01
Southcentral 2007-08	\$0.64	\$1.45	\$0.93
Southcentral 2008-09	\$0.59	\$1.42	\$0.82
Southeast 2007-08	\$0.67	\$1.34	\$0.79
Southeast 2008-09	\$0.67	\$1.17	\$0.78
West 2007-08	\$0.52	\$1.29	\$0.93
West 2008-09	\$0.50	\$1.23	\$0.89

*This data reflects the most recent 52 week activity, ending October 25, 2009, versus the prior 52 weeks.

Scanner Data Regions



Region	Whole Pounds	Cut Pounds	Mini Pounds	Total
California 2007-08	136,413,333	10,839,744	41,911,127	189,164,204
California 2008-09	133,105,103	8,656,875	41,243,918	183,005,896
Percent Growth	-2.43%	-20.14%	-1.59%	-3.26%
2008-09 % of Total	72.73%	4.73%	22.54%	100.00%
Great Lakes 2007-08	87,352,146	38,221,223	11,798,081	137,371,451
Great Lakes 2008-09	98,024,051	35,866,028	9,510,633	143,400,712
Percent Growth	12.22%	-6.16%	-19.39%	4.39%
2008-09 % of Total	68.36%	25.01%	6.63%	100.00%
MidSouth 2007-08	96,995,622	24,466,658	6,707,443	128,169,723
MidSouth 2008-09	102,732,572	22,233,988	7,015,112	131,981,672
Percent Growth	5.91%	-9.13%	4.59%	2.97%
2008-09 % of Total	77.84%	16.85%	5.32%	100.00%
Northeast 2007-08	130,867,151	96,486,919	13,521,966	240,876,036
Northeast 2008-09	134,007,370	85,713,163	15,295,493	235,016,026
Percent Growth	2.40%	-11.17%	13.12%	-2.43%
2008-09 % of Total	57.02%	36.47%	6.51%	100.00%
Plains 2007-08	40,930,636	13,678,510	8,585,927	63,195,073
Plains 2008-09	48,966,822	12,500,215	6,208,644	67,675,681
Percent Growth	19.63%	-8.61%	-27.69%	7.09%
2008-09 % of Total	72.36%	18.47%	9.17%	100.00%
Southcentral 2007-08	72,248,840	17,401,603	9,204,169	98,854,612
Southcentral 2008-09	82,711,881	17,173,083	11,557,478	111,442,442
Percent Growth	14.48%	-1.31%	25.57%	12.73%
2008-09 % of Total	74.22%	15.41%	10.37%	100.00%
Southeast 2007-08	52,877,263	69,577,671	9,767,723	132,222,657
Southeast 2008-09	54,035,512	74,492,623	10,054,138	138,582,273
Percent Growth	2.19%	7.06%	2.93%	4.81%
2008-09 % of Total	38.99%	53.75%	7.25%	100.00%
West 2007-08	93,449,588	14,534,914	30,573,374	138,557,876
West 2008-09	99,973,197	14,763,383	30,089,396	144,825,976
Percent Growth	6.98%	1.57%	-1.58%	4.52%
2008-09 % of Total	69.03%	10.19%	20.78%	100.00%

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The information shown above is derived from retail scanner data supplied by Freshlook Marketing LLC. It represents the universe of traditional grocery stores with sales of \$2 million or more per year excluding some supercenters.