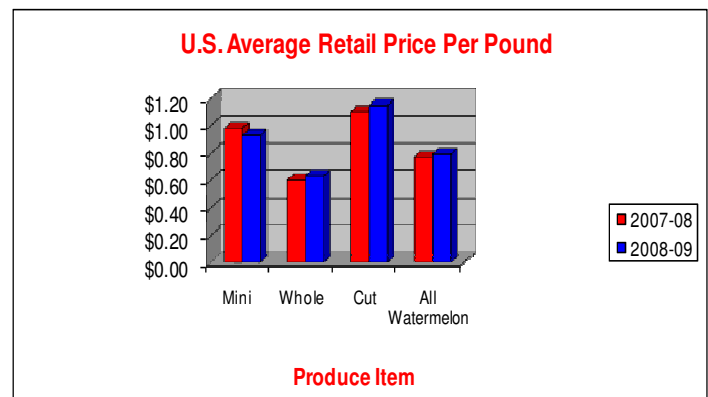


March 29, 2009

Retail Sales in Pounds				
	2007-08	2008-09	% Change	2008-09 Sales Share
Mini	123,059,389	134,728,222	9.48%	12.02%
Whole	693,205,412	703,734,744	1.52%	62.81%
Cut	286,385,593	281,979,087	-1.54%	25.17%
Total	1,102,650,394	1,120,442,052	1.61%	100.00%

Retail Price per Pound		
	2007-08	2008-09
Mini	\$0.98	\$0.93
Whole	\$0.60	\$0.63
Cut	\$1.10	\$1.15
All Watermelon	\$0.77	\$0.80



Regional Price Per Pound			
Region	Whole Price/lb	Cut Price/lb	Mini Price/lb
California 2007-08	\$0.45	\$1.89	\$0.90
California 2008-09	\$0.47	\$1.83	\$0.83
Great Lakes 2007-08	\$0.77	\$0.95	\$1.09
Great Lakes 2008-09	\$0.84	\$1.03	\$1.04
MidSouth 2007-08	\$0.62	\$1.20	\$1.33
MidSouth 2008-09	\$0.62	\$1.23	\$1.27
Northeast 2007-08	\$0.68	\$0.86	\$1.25
Northeast 2008-09	\$0.71	\$0.89	\$1.09
Plains 2007-08	\$0.67	\$1.12	\$0.97
Plains 2008-09	\$0.68	\$1.29	\$0.94
Southcentral 2007-08	\$0.65	\$1.39	\$1.01
Southcentral 2008-09	\$0.64	\$1.42	\$0.90
Southeast 2007-08	\$0.70	\$1.26	\$0.80
Southeast 2008-09	\$0.68	\$1.31	\$0.81
West 2007-08	\$0.46	\$1.23	\$0.92
West 2008-09	\$0.52	\$1.27	\$0.91

\*This data reflects the most recent 52 week activity, ending Mar. 29, 2009, versus the prior 52 week period.

# Scanner Data Regions



Region	Whole Pounds	Cut Pounds	Mini Pounds	Total
California 2007-08	142,453,300	10,141,123	36,836,605	189,431,027
California 2008-09	132,891,456	10,285,429	43,629,810	186,806,695
Percent Growth	-6.71%	1.42%	18.44%	-1.39%
2008-09 % of Total	71.14%	5.51%	23.36%	100.00%
Great Lakes 2007-08	92,072,598	37,650,987	9,962,735	139,686,320
Great Lakes 2008-09	86,377,265	38,283,336	11,927,856	136,588,458
Percent Growth	-6.19%	1.68%	19.72%	-2.22%
2008-09 % of Total	63.24%	28.03%	8.73%	100.00%
MidSouth 2007-08	85,857,246	25,118,983	6,274,666	117,250,894
MidSouth 2008-09	96,751,605	24,385,551	6,731,352	127,868,508
Percent Growth	12.69%	-2.92%	7.28%	9.06%
2008-09 % of Total	75.66%	19.07%	5.26%	100.00%
Northeast 2007-08	116,245,102	92,227,562	12,061,075	220,533,740
Northeast 2008-09	130,697,842	94,780,497	14,318,544	239,796,883
Percent Growth	12.43%	2.77%	18.72%	8.73%
2008-09 % of Total	54.50%	39.53%	5.97%	100.00%
Plains 2007-08	41,252,350	15,989,229	8,267,127	65,508,706
Plains 2008-09	40,899,984	13,387,505	8,263,569	62,551,058
Percent Growth	-0.85%	-16.27%	-0.04%	-4.51%
2008-09 % of Total	65.39%	21.40%	13.21%	100.00%
Southcentral 2007-08	67,898,052	15,115,992	8,239,758	91,253,801
Southcentral 2008-09	71,385,256	17,899,331	9,477,268	98,761,855
Percent Growth	5.14%	18.41%	15.02%	8.23%
2008-09 % of Total	72.28%	18.12%	9.60%	100.00%
Southeast 2007-08	45,022,047	75,774,510	10,672,362	131,468,918
Southeast 2008-09	52,732,026	68,618,360	8,995,495	130,345,881
Percent Growth	17.12%	-9.44%	-15.71%	-0.85%
2008-09 % of Total	40.46%	52.64%	6.90%	100.00%
West 2007-08	102,404,718	14,367,209	30,745,061	147,516,988
West 2008-09	91,999,309	14,339,078	31,384,328	137,722,715
Percent Growth	-10.16%	-0.20%	2.08%	-6.64%
2008-09 % of Total	66.80%	10.41%	22.79%	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.