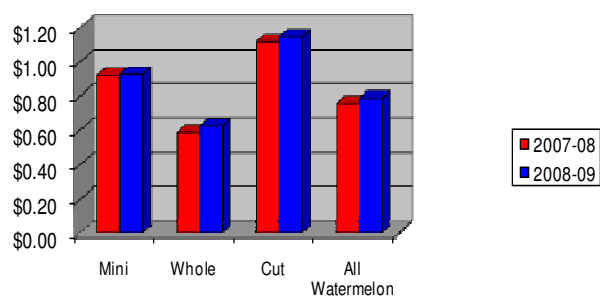


June 28, 2009

Retail Sales in Pounds				
	2007-08	2008-09	% Change	2008-09 Sales Share
Mini	131,434,220	132,018,146	0.44%	11.77%
Whole	709,865,307	712,021,690	0.30%	63.47%
Cut	285,911,491	277,711,522	-2.87%	24.76%
Total	1,127,211,018	1,121,751,358	-0.48%	100.00%

Retail Price per Pound		
	2007-08	2008-09
Mini	\$0.92	\$0.93
Whole	\$0.59	\$0.62
Cut	\$1.11	\$1.14
All Watermelon	\$0.76	\$0.79

U.S. Average Retail Price Per Pound



Regional Price Per Pound			
Region	Whole Price/lb	Cut Price/lb	Mini Price/lb
California 2007-08	\$0.44	\$1.84	\$0.82
California 2008-09	\$0.47	\$1.86	\$0.87
Great Lakes 2007-08	\$0.74	\$0.98	\$1.07
Great Lakes 2008-09	\$0.79	\$1.08	\$1.06
MidSouth 2007-08	\$0.60	\$1.20	\$1.25
MidSouth 2008-09	\$0.60	\$1.27	\$1.18
Northeast 2007-08	\$0.67	\$0.87	\$1.14
Northeast 2008-09	\$0.70	\$0.91	\$1.06
Plains 2007-08	\$0.67	\$1.15	\$0.92
Plains 2008-09	\$0.65	\$1.29	\$0.93
Southcentral 2007-08	\$0.59	\$1.40	\$0.92
Southcentral 2008-09	\$0.64	\$1.42	\$0.84
Southeast 2007-08	\$0.67	\$1.26	\$0.77
Southeast 2008-09	\$0.68	\$1.25	\$0.81
West 2007-08	\$0.46	\$1.24	\$0.90
West 2008-09	\$0.53	\$1.26	\$0.91

\*This data reflects the most recent 52 week activity, ending June 28, 2009, versus the prior 52 week period.

# Scanner Data Regions



Region	Whole Pounds	Cut Pounds	Mini Pounds	Total
California 2007-08	141,253,618	10,533,054	43,858,111	195,644,783
California 2008-09	128,792,833	8,912,481	38,880,612	176,585,927
Percent Growth	-8.82%	-15.39%	-11.35%	-9.74%
2008-09 % of Total	72.93%	5.05%	22.02%	100.00%
Great Lakes 2007-08	90,866,882	36,696,462	10,980,313	138,543,656
Great Lakes 2008-09	89,509,009	36,696,462	11,455,121	137,660,592
Percent Growth	-1.49%	0.00%	4.32%	-0.64%
2008-09 % of Total	65.02%	26.66%	8.32%	100.00%
MidSouth 2007-08	91,013,210	24,457,563	6,735,649	122,206,422
MidSouth 2008-09	101,368,913	24,142,824	6,672,811	132,184,548
Percent Growth	11.38%	-1.29%	-0.93%	8.16%
2008-09 % of Total	76.69%	18.26%	5.05%	100.00%
Northeast 2007-08	121,172,494	93,187,187	12,826,385	227,186,066
Northeast 2008-09	131,935,964	89,506,332	14,473,425	235,915,720
Percent Growth	8.88%	-3.95%	12.84%	3.84%
2008-09 % of Total	55.93%	37.94%	6.13%	100.00%
Plains 2007-08	39,593,927	15,202,222	8,005,701	62,801,850
Plains 2008-09	45,198,781	13,281,819	8,399,259	66,879,859
Percent Growth	14.16%	-12.63%	4.92%	6.49%
2008-09 % of Total	67.58%	19.86%	12.56%	100.00%
Southcentral 2007-08	77,034,479	16,246,720	8,888,292	102,169,492
Southcentral 2008-09	72,973,900	18,050,786	10,695,953	101,720,639
Percent Growth	-5.27%	11.10%	20.34%	-0.44%
2008-09 % of Total	71.74%	17.75%	10.52%	100.00%
Southeast 2007-08	49,937,737	75,289,697	10,170,337	135,397,771
Southeast 2008-09	51,607,248	71,095,638	9,543,774	132,246,660
Percent Growth	3.34%	-5.57%	-6.16%	-2.33%
2008-09 % of Total	39.02%	53.76%	7.22%	100.00%
West 2007-08	98,992,960	14,298,586	29,969,432	143,260,978
West 2008-09	90,635,041	14,125,834	31,897,191	136,658,066
Percent Growth	-8.44%	-1.21%	6.43%	-4.61%
2008-09 % of Total	66.32%	10.34%	23.34%	100.00%

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.