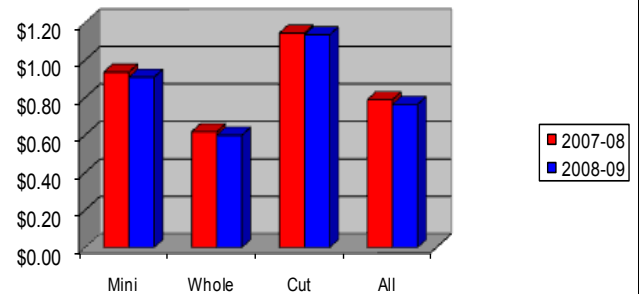


August 23, 2009

Retail Sales in Pounds				
	2007-08	2008-09	% Change	2008-09 Sales Share
Mini	132,003,759	132,243,032	0.18%	11.64%
Whole	709,484,165	731,757,488	3.14%	64.39%
Cut	285,801,247	272,504,200	-4.65%	23.98%
Total	1,127,289,171	1,136,504,720	0.82%	100.00%

Retail Price per Pound		
	2007-08	2008-09
Mini	\$0.94	\$0.91
Whole	\$0.62	\$0.60
Cut	\$1.14	\$1.14
All Watermelon	\$0.79	\$0.76

U.S. Average Retail Price Per Pound



Regional Price Per Pound			
Region	Whole Price/lb	Cut Price/lb	Mini Price/lb
California 2007-08	\$0.46	\$1.84	\$0.83
California 2008-09	\$0.47	\$1.84	\$0.85
Great Lakes 2007-08	\$0.81	\$1.01	\$1.10
Great Lakes 2008-09	\$0.71	\$1.04	\$1.07
MidSouth 2007-08	\$0.61	\$1.21	\$1.27
MidSouth 2008-09	\$0.58	\$1.33	\$1.13
Northeast 2007-08	\$0.70	\$0.89	\$1.15
Northeast 2008-09	\$0.68	\$0.90	\$1.03
Plains 2007-08	\$0.67	\$1.25	\$0.92
Plains 2008-09	\$0.62	\$1.32	\$0.96
Southcentral 2007-08	\$0.62	\$1.44	\$0.94
Southcentral 2008-09	\$0.61	\$1.43	\$0.83
Southeast 2007-08	\$0.67	\$1.32	\$0.79
Southeast 2008-09	\$0.67	\$1.19	\$0.78
West 2007-08	\$0.50	\$1.29	\$0.91
West 2008-09	\$0.50	\$1.24	\$0.87

*This data reflects the most recent 52 week activity, ending August 23, 2009, versus the prior 52 weeks.

Scanner Data Regions



Region	Whole Pounds	Cut Pounds	Mini Pounds	Total
California 2007-08	135,943,614	10,725,649	43,114,053	189,783,316
California 2008-09	128,332,547	8,654,905	39,078,987	176,066,439
Percent Growth	-5.60%	-19.31%	-9.36%	-7.23%
2008-09 % of Total	72.89%	4.92%	22.20%	100.00%
Great Lakes 2007-08	86,755,292	37,510,292	11,253,922	135,519,506
Great Lakes 2008-09	94,838,738	36,812,392	10,588,115	142,239,245
Percent Growth	9.32%	-1.86%	-5.92%	4.96%
2008-09 % of Total	66.68%	25.88%	7.44%	100.00%
MidSouth 2007-08	95,760,421	24,620,145	6,729,815	127,110,381
MidSouth 2008-09	101,595,099	22,967,212	7,020,856	131,583,167
Percent Growth	6.09%	-6.71%	4.32%	3.52%
2008-09 % of Total	77.21%	17.45%	5.34%	100.00%
Northeast 2007-08	128,999,431	95,839,667	13,170,190	238,009,289
Northeast 2008-09	131,930,831	86,243,337	14,986,351	233,160,520
Percent Growth	2.27%	-10.01%	13.79%	-2.04%
2008-09 % of Total	56.58%	36.99%	6.43%	100.00%
Plains 2007-08	41,254,071	13,935,196	8,572,755	63,762,021
Plains 2008-09	48,403,220	12,294,818	6,733,179	67,431,216
Percent Growth	17.33%	-11.77%	-21.46%	5.75%
2008-09 % of Total	71.78%	18.23%	9.99%	100.00%
Southcentral 2007-08	73,799,563	17,205,463	8,825,977	99,831,004
Southcentral 2008-09	77,467,580	17,445,104	12,057,770	106,970,454
Percent Growth	4.97%	1.39%	36.62%	7.15%
2008-09 % of Total	72.42%	16.31%	11.27%	100.00%
Southeast 2007-08	51,773,155	71,574,674	10,075,417	133,423,245
Southeast 2008-09	52,689,634	73,697,710	9,911,148	136,298,491
Percent Growth	1.77%	2.97%	-1.63%	2.15%
2008-09 % of Total	38.66%	54.07%	7.27%	100.00%
West 2007-08	95,198,619	14,390,161	30,261,629	139,850,409
West 2008-09	96,499,839	14,388,722	31,866,626	142,755,188
Percent Growth	1.37%	-0.01%	5.30%	2.08%
2008-09 % of Total	67.60%	10.08%	22.32%	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.