

FOR IMMEDIATE RELEASE

April 22, 2009

SUN RICH WELCOMES TWO REGIONAL SALES MANAGERS

Richmond, BC – Sun Rich Fresh Foods Inc. is pleased to announce the addition of two new foodservice Regional Sales Managers (RSMs) to the company's Sales & Marketing team. Both individuals started with Sun Rich on April 13th, 2009.

John Haering

John Haering is located in Orange County, CA and is responsible for Southern California, Las Vegas Nevada, Arizona, New Mexico, Texas, and Oklahoma.

John is no stranger to fresh. John comes to us from Clif Bar and has also worked at Dannon, ConAgra, Kellogg's and SYSCO.

Off-duty, John is a marathon runner and enjoys spending time with his family.

Customers and broker partners can reach John by email at johnh@sun-rich.com or by telephone at: **916-705-2642**

**Rick Lyon**

Rick Lyon is based in Portland, OR and is responsible for Washington, Oregon Northern California, Reno Nevada, Idaho, Montana, Wyoming, Utah, Colorado, and Kansas.

Rick previously held Regional and National positions with Farmland Foodservice and has also held a number of brokerage positions.

In his spare time, Rick coaches youth sports and has started running to keep up with his wife and family.

Customers and broker partners can reach Rick by email at rickl@sun-rich.com or by telephone at: **503-449-3635**.



Paul Miller, Sun Rich Vice President Sales North America commented, "Both John and Rick are a great fit not only for Sun Rich, but for the customers and broker partners in their respective regions. Their experience, professionalism, and enthusiasm will add great value to our team."

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SUN RICH FRESH FOODS INC.

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