

FOR IMMEDIATE RELEASE

August 13, 2009

SUN RICH EVOLVES SALES LEADERSHIP FOR CONTINUED GROWTH IN FOODSERVICE AND RETAIL SEGMENTS

Richmond, BC – Sun Rich Fresh Foods Inc. is pleased to announce the next evolution of its sales leadership. Dynamic growth in both the foodservice and retail segments has driven the decision to resource both of these segments with dedicated sales leadership.

Paul Miller, currently a key member of our leadership team will assume the role of **Vice President Sales - Retail**. Paul has focused on delivering value to customers in both the retail and foodservice segments throughout North America over the last fifteen years in a number of sales roles and has pioneered the growth of our retail success over the last five years.

Sun Rich welcomes **Cam Haygarth** to the newly created executive role of **Vice President Sales - Foodservice**. Cam started with Sun Rich on August 10th, 2009.

Cam will be primarily based in Sun Rich's Brampton, ON office and is responsible for the strategic and tactical leadership of Sun Rich's foodservice sales.

A recipient of an Honours Business Administration degree from The Richard Ivey School of Business at the University of Western Ontario, Cam brings close to 20 years of sales and marketing experience to Sun Rich, including over 19 years in the Coca-Cola system, most recently serving as Vice President, Foodservice & Hospitality Business Unit, Coca-Cola Ltd. prior to joining Sun Rich.

No stranger to selling industry-leading brands, Cam asserts: "I am passionate about representing and selling premium quality products and services."

On the personal side, Cam makes his home on eleven acres outside Toronto with his wife Wendi and their horses, dogs and cats; and enjoys spending time outdoors and traveling.

Brian Tieszen, Sun Rich President commented, "Cam brings top-shelf foodservice industry sales management experience to Sun Rich. His commitment to premium customer service, execution excellence and customer value creation is a significant addition to our organization. With Paul now being able to devote his full attention to the retail side of our business, we are in a great position for considerable growth in sales."

Sun Rich Fresh Foods is a leader in fresh-cut fruit products for foodservice and retail. Canadian-owned, we operate processing facilities in Vancouver, Toronto, Reading, and Los Angeles. With increasing emphasis on healthy and convenient foods, more and more foodservice operators, retailers, and consumers are choosing Sun Rich.

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Paul Miller



Cam Haygarth

SUN RICH FRESH FOODS INC.

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