

## **Cal Citrus Packing to Use AgriWorld Exchange Company Looks to Online Exchange to Increase Sales, Exposure**

Menlo Park, CA and Lindsay, CA -- Jan. 22, 2008

AgriWorld Exchange, the first live online agri-trading marketplace, today announced that Cal Citrus Packing Company, with a grower base of 4,000 acres, has signed an agreement to trade produce using the AgriWorld Exchange online service. The agreement enables the company to offer its 2.5 million cartons of fresh citrus annually via this unique online real-time exchange.

"AgriWorld Exchange is an exciting new way to trade citrus, and we have always been in the front lines of new business technology," according to Lori Van Leer, Sales Representative of Cal Citrus Packing. "We expect AgriWorld Exchange to greatly extend our sales and exposure over the Internet. We also look to the platform to streamline purchasing and billing."

Cal Citrus Packing Company traces its origin back to 1958 when H.A. Luallen founded Luallen Soil Service and began purchasing an initial base of investor ranches, which soon grew to 1,500 acres. By 1969 the company had purchased a packing house, and through the years added various branches including Overland Investment, Cal Citrus Service Co., Luallen Groves, Ranch Equipment Co., D&J Farming and Ten 76 Company. Today the company engages in a significant amount of exporting, primarily to Korea, Australia, Japan, China and Panama. "We are hoping that AgriWorld Exchange will also help us expand quickly into Mexico, given the strong relationships they have formed," adds Van Leer.

"We are very pleased that Cal Citrus Packing Company has joined the AgriWorld Exchange family for a number of reasons," explained Dr. Arlin Torbett, Chairman and CEO of AgriWorld Exchange. "Not only is Cal Citrus a major producer and packer, the company is also a proud parent who has been responsible for the establishment of many citrus-related organizations. All of them have made great contributions to the local economy. We are confident that the partnership with AgriWorld Exchange will only enhance the company's position."

AgriWorld Exchange is the first online agri-trading marketplace designed specifically to enable buyers and sellers worldwide to connect online in an innovative open market for fresh produce. AgriWorld Exchange gives trading members a powerful and secure e-commerce platform to conduct agribusiness efficiently, driving greater profitability and expanded market reach for member businesses.

For sellers, AgriWorld Exchange's online trading system links trading members to an ever-expanding worldwide network of qualified buyers, providing the tools to negotiate the best available price and sales terms. Automated features simplify common transaction processes, improving sales productivity and reducing the cost of generating new business.

# Cal Citrus Packing to Use AgriWorld Exchange

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For buyers, AgriWorld Exchange is a real-time buying assistant, locating the products they need, when they need them. They can quickly search for the new products and convenient packages that customer's want, in a stream-lined purchasing process that makes it easy to complete more transactions every day.

## **About Cal Citrus Packing Company**

Cal Citrus Packing Company traces its roots back to 1958, showing impressive growth over the years. Today, Cal Citrus Packing Company has a grower base of approximately 4,000 acres and packs and ships an average of 2.5 million cartons of fresh citrus annually. The company's labels include the renowned "Portokali" and "My Goodness" labels, as well as the "Seabiscuit", "Golden Boy" and "Running Mate" brands.

## **About AgriWorld Exchange**

AgriWorld Exchange, founded in 2007 in Menlo Park, California, brings together buyers and sellers of fresh produce in a secure, open-market online trading community. AgriWorld Exchange speeds up the traditional flow of business by allowing growers-shippers, produce wholesalers, supermarket retailers and other agri-traders to meet new customers and conduct business 24 hours a day, seven days a week. The Company was founded by produce industry experts from the grower/shipper, broker, wholesaler and retailer markets, and boasts an impressive management team with strong e-commerce and high technology expertise. AgriWorld Exchange is committed to transforming the way agricultural products are traded worldwide. For more information on the company, visit the web site at <http://www.agriworldexchange.com>.

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