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FOR IMMEDIATE RELEASE

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**GREEN GIANT® FRESH ADDS ROLAND MARKETING AS NEW
PARTNER FOR FRESH APPLES AND CHERRIES**

Green Giant® Fresh Brand Apples to Arrive On Grocer Shelves in November

MINNEAPOLIS – OCT 25, 2008 – The Sholl Group II, the Minnesota-based marketer of selected Green Giant® Fresh produce products and a pioneer in the fresh produce industry, is expanding their fruit offerings in a new partnership with Roland Marketing, Inc., based in Minneapolis, MN and Mc Comb, MS. The alliance will involve growing, packing, shipping and marketing Green Giant® Fresh branded apples grown in Washington which will be available beginning in November at select grocery stores nationwide and fresh cherries in season. Specifically, Roland will be packing all consumer sized units in poly and mesh bags as well as tray packs of Red Delicious, Granny Smith, Gala, Fuji, Braeburn, Golden Delicious, Jonagold, Pink Lady and Honeycrisp. It is anticipated as the program grows it will be expanded by Green Giant® and Roland Marketing to include shipping apples grown in other local and regional areas of the country and will also include imported apples.

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“Our partnership with Roland Marketing strengthens our fruit portfolio and continues to expand the Green Giant® Fresh brand in order to benefit all consumers who know that the Green Giant® Fresh brand is synonymous with quality, freshness and trust. The Green Giant® brand is recognized by 96 percent of consumers and provides consumers with high quality fresh fruits and vegetables,” said Jason Landry, Director of Sales, Green Giant® Fresh/The Sholl Group II.

Roland Marketing is family owned and has provided continuous service to the trade since 1971. They have extensive sales experience supplying retail, wholesale, and food service. They use quality conscience growers with state-of-the-art packing facilities.

“Roland Marketing has been in business for over 37 years and we have built our reputation on providing quality products that are backed with excellent customer service. We are looking forward to providing the industry with a strong Green Giant® Fresh apple and cherry program,” stated Dan Meuers, COO of Roland Marketing, Inc.

About The Sholl Group II

The Sholl Group, Inc./Green Giant® Fresh was formed in 1995 by Jeff Sholl to bring the Green Giant® brand to the fresh produce industry. The Green Giant® brand was founded in 1903 in Le Sueur, Minnesota, as the Minnesota Valley Canning Company. In 1950, the company officially became The Green Giant® Company and in 1979 Green Giant® merged with Pillsbury, which was acquired by General Mills in 2001. Since 1995, The Green Giant® Fresh product line has grown across multiple produce categories, including potatoes, sweet potatoes, onions, carrots, tomatoes, mushrooms, green beans; other vegetable commodities such as lettuce, broccoli, and cauliflower; value-added such as stir-fry, sauced steam line, grill line; and fresh fruits including citrus, berries, kiwi, grapes, and apples. In 2007, The Sholl Group fresh produce interests sold more than 30 million cases of Green Giant® Fresh branded products and more than 19 million cases of other branded products. The Green Giant® brand is recognized by 96 percent of consumers and continues to provide consumers with a wide variety of high quality fresh fruit and vegetables. The company’s corporate office is located in Eden Prairie, Minn. To learn more about the company, visit www.greengiantfresh.com.

About Roland Marketing Inc

Roland Marketing was established in 1971 by Mr. Larry Meuers for the purpose of growing, packing and shipping fresh fruit and vegetables in the upper Midwest. The company is still family owned and operated. Premium quality is Roland's foremost goal. Decades of practical experience and attention to every detail have enabled Roland to provide the industry with the quality often associated with small family run businesses. Over the years, the company has evolved into a more diverse produce company with affiliated and sister companies as well as a number of quality conscience grower partners. Under the direction of Mr. Dan Meuers, COO and Mr. Ron (Tim) Tschida, VP of National Sales, the company has expanded into a significant presence throughout the United States, Canada and Asia shipping to the retail, wholesale and foodservice trade fresh apples and cider, cherries, potatoes, organic grapes and organic raisins among other commodities. In particular, the fresh apple segment of the company has grown dramatically over the years, shipping product from Washington State, imports and most of the significant local and regional areas of the country. The company has developed an experienced sales staff, several who are bilingual and sell imported product from Mexico, Central and South America. They also provide transportation services to most United States and Canadian cities for their produce. Roland Marketing's name has been synonymous with financial stability, quality product and service as evidenced by its Trading Membership and 4X rating in the Blue Book and Business Character Award and 4 star rating in the Red Book of the Produce Industry. Roland will provide Green Giant® Fresh apples year round and cherries in season on a national basis. To learn more about Roland, visit www.rolandmarketing.com.

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