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Vend Natural, Inc. Introduces Del Monte Fresh Produce's "Fresh Vending Line" to its Healthy Vending Line Initiative

Deal is one of the first to bring selection of fresh fruit and vegetables to healthy snack machines

VENTURA, Calif., December 14, 2009 – Vend Natural, Inc. ("Vend Natural"), America's leading healthy vending company offering all natural and organic snacks and beverages, today announced the addition of the Del Monte Fresh Produce "Fresh Vending Line" to its healthy snacks. Products will include Del Monte® fresh cut fruits and vegetables to complement Vend Natural's current line of healthy snack and beverage selections available in specially-designed machines throughout the United States.

Vend Natural, founded by company President Gil Sanchez, was formed to address the declining health of our nation by providing healthier snacking alternatives to on-the-go individuals at schools, hospitals and businesses. The company's mission is to support improved eating practices by offering healthy products that are easily accessible and affordable to everyone.

"We are pleased to be one of the first vending operators to provide American consumers with easy access to Del Monte's fresh-cut fruits and vegetables in our vending machines," said Vend Natural President Gil Sanchez. "Adding these high-quality products to our existing all-natural and organic snack and beverage line was an important advancement in delivering the widest variety of healthy snacking alternatives for fast-paced living. Del Monte's fresh products will help us reinforce that people no longer need to trade health for convenience."

Del Monte Fresh Produce Company Vice President Dennis Christou said, "Our decision to supply Vend Natural with fresh produce in their snack machines was driven by our shared mission to meet the demand for better snacking options to address growing health concerns and a desire for healthier living amongst the general public." "We are especially excited about Vend Natural's presence in schools where we can reach students of many ages and positively influence their eating habits while they grow."

The fresh-cut Del Monte products, portioned between four to six ounces, offer a varied mix of pineapple chunks, grapes, apple slices, baby carrots, celery, and tomato; some paired with healthy dips. Some locations will also feature specially wrapped Del Monte single serve bananas. These ready-to-eat items are all natural and are less than 120 calories per package.

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Del Monte products will be found first in select Vend Natural snack machines in the Mid-Atlantic and Northeast regions with availability increasing nationwide throughout 2010. Retail prices for the Del Monte products range from \$1.00-\$2.25 per item.

About Fresh Del Monte Produce Inc.

Del Monte Fresh Produce Company N.A., Inc. is a subsidiary of Fresh Del Monte Produce Inc. Fresh Del Monte Produce Inc. is one of the world's leading vertically integrated producers, marketers and distributors of high-quality fresh and fresh-cut fruit and vegetables, as well as a leading producer and distributor of prepared food in Europe, Africa and the Middle East. Fresh Del Monte markets its products worldwide under the Del Monte® brand, a symbol of product innovation, quality, freshness and reliability for more than 100 years. For more information, visit www.freshdelmonte.com or www.fruits.com.

About Vend Natural, Inc.

Vend Natural, Inc., based in Ventura, California with east coast operations in Annapolis, Maryland, was inspired by the vision of helping to transform eating patterns by providing healthy snacking alternatives in convenient vending locations across America. Specializing in placements in schools, hospitals and businesses, Vend Natural, Inc. currently operates more than 350 machines in 16 states with plans for significant growth over the next several years. The company is known for its innovative and environmentally-sensitive vending machine design offering state-of-the art, dual temperature-zoned, energy efficient machines that hold a large variety of both natural and organic snacks and beverages. Vend Natural, Inc. is also known for its fresh, bright, signature machine graphics featuring large, appealing illustrations of grapes, raspberries and its tag line, "Energize Your Body." For more information, visit www.vendnatural.com.

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