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JOSE LUIS OBREGON NAMED MANAGING DIRECTOR OF THE HASS AVOCADO BOARD

IRVINE, Calif. (August 16, 2007) – The Board of Directors of the Hass Avocado Board (HAB) approved the promotion of Jose Luis Obregon to the newly created role of managing director at its board meeting on August 15th. Obregon most recently served as the first managing director of information technology for the HAB, overseeing the creation its state-of-the-art Network Marketing Center (NMC) and the organization’s intranet site, avoHQ.com.

In his new post, Obregon will take a more central role in the strategic direction, operation and management of the HAB, while continuing to oversee the ongoing development and implementation of the HAB’s information technology and marketing programs. Obregon also will continue to serve as the liaison between the HAB and the avocado industry worldwide.

“We have full confidence in Jose Luis’ ability to balance the duality of managing the current HAB programs, while providing the strategic vision for the organization,” said Charley Wolk, chairman of the HAB. “His leadership capabilities have been key to this industry’s incredible growth; the success of avoHQ.com is a primary example.”

AvoHQ.com is the first of its kind global intranet linking multiple producing countries that market Hass avocados in the U.S., connecting packers, importers, domestic and foreign producers from California, Chile, Dominican Republic, Mexico and New Zealand. Obregon’s leadership has resulted in an increase of nearly triple the number of users on avoHQ.com.

“I am both honored and excited to be named to this position,” said Jose Luis Obregon, managing director of the HAB. “Throughout my tenure with the organization, I have become increasingly familiar with the issues and challenges of the worldwide Hass community. I welcome the opportunity to continue building demand for Hass avocados, while increasing category growth in the U.S.”

A bilingual citizen of Mexico, Obregon also is fluent in the business practices and culture of Chile. This background serves him well, as Mexico and Chile represent the largest importers of Hass avocados into the United States.

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He joined the HAB in 2005 after two years as Deputy Director of the Fresh Produce Association of the Americas in Nogales, Arizona, a trade association representing Mexican fresh fruit and vegetable imports into the U.S.

Obregon holds an MBA from the University of Arizona and a Bachelor of Science degree in Accounting from the Instituto Tecnológico de Estudios Superiores de Monterrey. He was recognized by *The Produce Business Magazine* in 2005 as one of the "Top Forty Under 40" Produce Executives in the U.S.

About the Hass Avocado Board

The Hass Avocado Board (HAB) was established in 2002 after approval by producers and importers of Hass avocados in a national referendum. A 12-member Board administers the program. Over 20,000 producers and 100 importers are involved in the HAB, which covers fresh domestic and imported Hass avocados sold in the U.S. market.

For more information about the Hass Avocado Board, visit its general information Web site at www.avocadocentral.com.

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