



A.M.S. Exotic, LLC
720 S. Alameda
Los Angeles, California, 90021
Phone – 213-612-5888
Fax – 213-612-5889
www.ams-exotic.com

PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact: Scott W. Lehmann
Office: 480-437-1319
Fax – 480-585-9284
Cellular – 623-910-6482
scott@amsexotic.com

IMPROVE, INNOVATE and CREATE

A.M.S. EXOTIC TEAMS WITH CMS, Inc.



Los Angeles, California, May 12th, 2008 – A.M.S. Exotic announces the introduction of Coupon Programs to its expanding Retail Business through a partnership with CMS, Inc.

A.M.S. Exotic; a leader in the Baby Vegetable Category, producing Earth Exotic's Premium Baby Vegetables, Earth Exotic's Steam Cooked Vegetables and Earth Exotic's Premium Food Service products. We are located in the heart of the Produce District in Los Angeles, California. A.M.S. Exotic, through its proprietary packaging has the capabilities to ship High Quality Baby Vegetable items throughout the United States and Canada.



The Promotions Logistics Company

CMS Inc, Winston-Salem, NC serves as a manufacturer's agent settling coupon and trade promotion transactions between consumer product manufacturer and their retail partners. "Over 700 of the top consumer packaged goods manufacturers rely on CMS for integrated management of paper coupons and all types of electronic pay-for-performance promotions", according to Mike Granger, Business Development Manager.

CMS is an affiliate of Inmar, Inc. the nation's largest and most comprehensive provider of promotional settlement and information management services. Founded in 1980, Inmar serves over 700 packaged goods manufacturers, processing more than 3.5 billion transactions annually. "CMS is also the proud sponsor of www.CouponInfoNow.com, the industry source for comprehensive information on planning and executing successful coupon promotions", according to Mr. Granger.

"We are very proud to announce an agreement between A.M.S. Exotic and CMS, Inc.", states Mr. Lehmann. "This agreement will allow A.M.S. Exotic to enter a part of the Retail Industry in a way we have never been before, by offering our products at a discount to the consumer through the use of Couponing. "We also hope to expand our offerings through various promotions with the support and expertise of CMS", stated Mr. Lehmann. A.M.S. Exotic will be the first company in the Baby Vegetable business that will be in a position to offer Couponing not only at Retail Level but through the use of Free Standing Inserts, On Site Couponing etc. "It is our belief that we owe it to our Retail Partners through the United States to continue to find innovative ways to improve this categories sell through, Couponing is one way that is trusted and proven, this will add value to what we have to offer our partners" stated Mr. Lehmann.



A.M.S. Exotic will be launching a .50¢ off coupon in three FSI's throughout June, 2008. Coupons will be in the Southern California Market on June 15th with circulation in excess of 4.1 million coupons, the Northwest Market June 8th, with more than 2.1 million and the Arizona market, June 22nd, with a circulation of 1.3 million coupons.

A.M.S. Exotic is a "Total Solutions Provider", offering high quality, convenient, safe specialty vegetables in convenient sizes for Supermarket Chains throughout the U.S. Custom Programs, Private Label, and Custom Mixes are available.

For further information regarding A.M.S. Exotic visit us at www.ams-exotic.com, or contact Scott W. Lehmann at 480-437-1319.

For further information regarding CMS, Inc. visit us at www.cms.inmar.com, or contact Matthew Tilley at 336-631-2524.

###

