



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 INTRODUCES ALL NEW EARTH EXOTIC'S COOKED VEGETABLES WITH 60 DAY SHELF LIFE.



Los Angeles, California, August 15th, 2006 – A.M.S. Exotic announces the introduction of our New Earth Exotic's Cooked Vegetable line. We specialize in Retail, Food Service and Wholesale Baby Vegetable products nationwide.

We are very excited to introduce this New, Innovative product line to the United States. Our new Earth Exotic's Cooked Vegetables are truly unique and different in the produce category. We believe it is the “next step” in the evolution of Value Added Vegetables. The Earth Exotic's Cooked Vegetables have a minimum 60 day shelf life and are all natural, Ready to Eat Vegetables. “We have taken a comprehensive approach to developing a new product line, not just one or two items, but a complete line of 10 sku's to compliment what

our retail partners are developing within the produce department”, according to Scott W. Lehmann, Director Sales & Marketing.

The New Earth Exotic's Cooked Vegetable line is made up of 10 items: Lentils, Sliced Carrots, Sliced and Diced Potatoes, Sweet Corn, Diced Red Beets and Potato Wedges with Skin on and 3 varieties of Kidney Beans. All Earth Exotic's Cooked Vegetables are line priced with promotional opportunities available for our Retail Partners. They are all packed in convenient 8 oz. packages, with an extended shelf life; a minimum of 60 days that allows our products to be distributed nationwide. We offer various programs that can be customized for each Supermarket Chain. Point of Sale Materials such as, Channel Strips, Recipe Cards, and Recipe Brochures are also available, at no cost to our Retail Partners.

“With the Earth Exotic's Cooked Vegetables already being cooked, this has taken a significant step out of the meal preparation process for our consumers”, according to Mr. Lehmann. Consumers can now prepare healthy alternatives to be enjoyed with their meals, in a matter of minutes. The Earth Exotic's Cooked Vegetables can be used Hot or Cold; if hot is your choice then, just 2 minutes in the microwave and they are ready to be enjoyed. The Cooking process allows the product to be cooked without losing any of the vegetables nutritional value, flavor or texture. Consumers can enjoy easy to follow Recipes on every package, simplified cooking and storage instructions. All of the Earth Exotic's Cooked Vegetables are packed in convenient 8oz. “No Waste” size, perfect for a family of 2-4.



With this New Product our Retail Supermarket partners can capture truly incremental sales and profits that have not been available to them in the past. The colorful design of the packaging will provide for greater visual impact off the shelf, as well an item mix that hasn't been available in the Supermarket Produce Departments before. The Earth Exotic's Cooked Vegetable line is an outstanding solution for those retailers who are trying to reduce shrink while improving Variety, Sales & Profits in their produce operations.



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 visit us at www.ams-exotic.com, or contact Scott W. Lehmann at 480-437-1319.

High Resolution Photography is available upon request.

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