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SUNLITE™ KICKS OFF SUMMERTIME WITH POTATO SALAD RECIPE CONTEST

SunLite™ Potato searches for the best potato salad in the region

HASTINGS, Fla. -- Feb. 11, 2005 – SunLite™ potatoes, a new variety of gourmet potatoes, wants to know just who has the best potato salad recipe in the Southeast. SunLite™ is inviting everyone who thinks their potato salad is top notch to send in a recipe for the chance of winning a \$1,000 cash prize.

The contest will take place from February 27 – April 30, 2005. All entries will be made with SunLite™ potatoes, which have recently arrived in stores fresh from the ground and have 30 percent fewer carbohydrates and 25 percent fewer calories than traditional potatoes.

“In taste tests, people have selected the SunLite™ potato for texture, quality and freshness hands down over other varieties,” said Wayne Smith, president of SunFresh of Florida Marketing Cooperative, Inc. “We plan to bring our potatoes from the field to the dinner table as quickly as possible because a potato that is farm fresh tastes much better than a potato that has been in storage for eight months.”

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The top three recipes will be announced on May 9, 2005. The grand prizewinner will receive \$1,000 cash while second and third place will earn \$500 and \$250, respectively. In addition, ten winners will receive a SunLite™ Potato Pal, a kitchen appliance that performs more than 240 different cutting operations, such as peeling, grating, slicing and waffling potatoes.

To release the great recipes submitted, SunLite™ will create a full-color potato salad recipe book comprised of the top ten recipes, which can be ordered at www.sunfreshoflouisiana.com or by writing 1551 Atlantic Blvd., Ste. 300, Jacksonville, Fla., 32207, Attn: SunLite™ Recipe Book.

“This is a great opportunity for potato salad lovers to use SunLite™ potatoes in their favorite recipes,” said Smith. “SunLite’s have such a wonderful taste and texture, they’re sure to bring potato salad recipes of all types to the next level.”

All entries can be sent via email to: recipes@sunlitepotatoes.com or typed on 8.5” x 11” paper and mailed to: 1551 Atlantic Blvd., Ste. 300, Jacksonville, Fla., 32207 Attn: SunLite™ Recipe Contest.

About SunFresh of Florida Marketing Cooperative, Inc.

SunFresh of Florida Marketing Cooperative, Inc. is a group of farmers whose families have been growing potatoes for up to six generations. The SunFresh of Florida Marketing Cooperative, Inc. has exclusive rights to grow and market the SunLite™ potato in the United States.

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