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DOLE FOOD COMPANY AND ROBEKS FRUIT SMOOTHIES FORM ALLIANCE TO MAKE WELLNESS A FAMILY AFFAIR

Launch American Wellness Challenge to Help Consumers Live Healthier Lives

Westlake Village, CA, October 16, 2007— Robeks Fruit Smoothies and Healthy Eats, an industry-leading premium smoothie franchisor and Dole Food Company, a leading supplier of quality packaged and frozen fruit products for foodservice, announce a strategic alliance to advance wellness in America by sponsoring their first *American Wellness Challenge*, an in-store contest at Robeks locations for families to strengthen their commitment to wellness. The contest runs from October 15 to December 12, 2007. Families are invited to visit a nearby Robeks location to pick up their entry form or download one at www.robeks.com

In essay form, entrants are asked to answer a simple question: *"Why is your family motivated to win the Robeks-Dole American Wellness Challenge?"* Entry forms must be returned to a local Robeks store or mailed to Robeks' Support Center, postmarked by midnight, December 12, 2007. Winners will be judged on originality, creativity and thoroughness. Robeks, Dole and the California Health & Longevity Institute nutritional experts serve as judges.

Two grand prize winners will each be awarded a family wellness vacation for four at the California Health & Longevity Institute and Four Seasons Hotel Westlake Village, California for four days and three nights, valued at \$7,000 per family. Second place prizes will go to three winners each for a one-year supply of free Robeks smoothies, plus a Dole gift bag, with a combined value of more than \$1,000. No purchase is necessary to win.

"At the current rate, three in every four Americans will be overweight by 2015¹. Excess weight compromises wellness. With our Wellness Challenge, Robeks and Dole heighten awareness that consuming more servings of fruit daily can help you live longer and be healthier," encourages Robeks CEO Sheri Miksa.

Robeks' locations will feature educational point-of-purchase materials, take-away brochures on eating healthier, "Superfoods" posters, and table tent tips on the benefits of 9-13 servings of fruit and vegetables daily. Children can also enjoy coloring activities and nutrition quizzes.

About Robeks Fruit Smoothies and Healthy Eats

Robeks supports nearly 130 fast-casual franchise restaurants in 15 states and the District of Columbia, featuring premium quality, "healthier-for-you" beverage and food options. Nine million consumers visit a local Robeks location annually to enrich their lives. Robeks has been distinguished in Restaurant Business Magazine's 2007 "Future 50" and Entrepreneur Magazine's 2006 "Top Ten New Franchises in America."

About Dole Food Company, Inc.

Dole Food Company, Inc., with 2006 revenues of \$6.2 billion, is the world's largest producer and marketer of high-quality fresh fruit, fresh vegetables and fresh-cut flowers. Dole markets a growing line of packaged and frozen foods, and is a produce industry leader in nutrition education and research. DOLE is a registered trademark of Dole Food Company, Inc.

About the California Health & Longevity Institute

The California Health & Longevity Institute together with the Four Seasons Hotel, Westlake Village, California is an innovative facility offering a comprehensive, 360-degree approach to health and wellbeing. With guidance from physicians, dieticians, fitness consultants and other wellbeing experts, guests engage in healthy living programs customized to individual needs and designed to provide practical knowledge and support.

Digital imagery available on request. Interviews with key executives also available. Contact Carolyn Smith 626.695.9630

¹Reported in Reuters, August 15, 2007