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FOR IMMEDIATE RELEASE

Riding on successful introduction of the Red Rebel Fingerling Potato, Specialty Potato Alliance (SPA) today announced a second proprietary variety which is so new it is as yet unnamed. This new variety will make its debut at the 2009 Produce Marketing Association's (PMA) Fresh Summit in Anaheim, California, October 3rd through October 5th.

"In every way, this new variety is far superior to the Ruby Crescent (a.k.a. Rose Finn Apple). We have finally developed a smooth skin ruby variety," said Sheldon Rockey of Rockey Farms, a Specialty Potato Alliance partner. The new variety has a smooth skin which is different from the Ruby Crescent which is rough and knobby. "This variety is also a little fatter than the traditional Ruby," Mr. Rockey continued, "it will mix very well with the Red Rebel and our golden fingerling varieties." Specialty Potato Alliance will continue to grow the Ruby Crescent and the French Fingerling, but are excited about adding these two varieties to their family of available products.

Specialty Potato Alliance has farmed this product in two of its major growing areas and both harvests yielded clean, high quality, properly sized, potatoes. Like the Red Rebel, the Alliance plans that this variety will be available year round. This product is market-ready; SPA states that, "... it just needs to be named'.

"It's too close to the PMA Exposition to concentrate on a name, so we are giving the attendees an opportunity to provide one for the Alliance," said Mark Pittenger, VP of Sales for SPA. Mr. Pittenger is hoping that when attendees taste the new fingerling at the exhibition they will be inspired to create a name. If the Alliance selects a submitted name, that customer will receive a free pallet of the newly named potato, (they will only need to pay freight to their destination).

Specialty Potato Alliance will be sampling this new variety in booth 1988 in Hall C at the PMA's Fresh Summit, October 2-5. In addition to sharing their full line of known varieties, the group will also be displaying their new proprietary variety, the Red Rebel. Harvest has commenced and packaging will begin on Monday, October 5th from the growing region of Center, Colorado.

Specialty Potato Alliance packs for both the retail and wholesale markets. Products are available in paper bags, mesh bags, plastic bags, fifty pound, twenty pound or ten pound boxes, along with a variety of custom sizing and blends. Private labeling is also available.

For more information about Specialty Potato Alliance, new Fingerling varieties, and Specialty Potato Alliance's complete family of products, please contact Mark Pittenger or Jill Overdorf at 908-913-1600.

Grown by Farmers who care.

Specialty Potato Alliance * Mountainside, NJ * www.potatoalliance.com

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