FOR IMMEDIATE RELEASE

February 24, 2011



LOOP FRESH PRODUCE PARTNERS WITH PRIMUS BUILDERS

primus builders, inc.

McAllen, TX—Loop Fresh Produce has chosen Atlanta-based Primus Builders to design and construct the Phase II expansion of their South Texas distribution center. Primus was selected after a highly competitive bid process, and plans to begin construction on the site in March 2011.

Primus Builders was the original Design/Build partner for the 45,000 square foot facility, which was constructed in 2007 and houses various types of seasonal produce. The Phase II expansion will incorporate an additional 55,000 square feet of dock, coolers, support and office areas. This phase will have storage areas that are convertible from 33°F to 60°F, and will include 13 additional dock positions. A computer-controlled refrigeration system will control both Phase I and II.



Primus was challenged with providing a flexible floorplan to handle extremely high storage and retrieval volumes and an ever-changing product mix. During peak seasons, the facility must be able to handle up to 200 trucks per day. Also, due to Loop's requirement for tight temperature tolerances in the event of compressor failure, the refrigeration system is designed so that any given room will remain at 80% refrigeration capacity.

"Primus Builders is very pleased to partner once again with Loop Fresh Produce," said Matthew Hirsch, Vice President of Sales for Primus. "We constructed the initial facility with future expansion in mind, so it is exciting to watch Loop Fresh Produce continue to grow. The expansion will implement some of the latest technology, continuing to provide Loop with a competitive edge in the industry."

Other highlights of Phase II include consolidated battery charging areas and shrink-compensating floors. Completion of Phase II is expected for Autumn 2011.

Primus Builders is a Design/Build engineering and construction management firm. Primus specializes in planning, budgeting, design, construction and professional services within a wide range of industries, including food and beverage, distribution, pharmaceutical, and commercial/industrial.

###

For more information on Loop Fresh Produce, contact:

John McGuire, Vice President of Business Development

(956) 687-9501 jmcguire@loopcoldstorage.com www.loopcoldstorage.com

For more information on Primus Builders, contact:

Matthew Hirsch, Vice President of Sales

(404) 567-1492 mhirsch@primusbuilders.com www.primusbuilders.com