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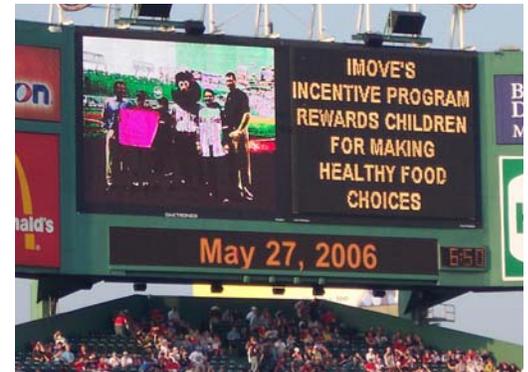
IMOVE Hits a Homerun!

The Boston Red Sox Recognize the Three Top IMOVE Schools at Fenway Park!

Boston, MA; May 27, 2006– IMOVE, Costa's child nutrition program that rewards children for making healthy choices finishes a winning season at Fenway.

Currently in nine middle schools throughout Massachusetts and New Hampshire, IMOVE reaches over 8,000 children everyday with healthy meal options and the IMOVE mantra to 'Choose Health'. An incentive based program, Children earn points for making healthy food choices in their school cafeteria. The healthier they eat the more points they earn, the more points they earn the greater the reward.

With the help of the Boston Red Sox, and Red Sox Right Fielder, Gabe Kapler the IMOVE program finishes this school year with a bang. In a crowd of 36,000, the three top performing IMOVE schools were recognized during the Red Sox pre-game ceremonies on May 27th when the Red Sox played (and defeated) the Tampa Bay Devil Rays. The schools were chosen based upon their level of participation in the IMOVE program and the top three were allowed to send a student to represent their school on the field. The schools represented included Keith Middle School, New Bedford MA, Stacy Middle School, Milford MA and the Charles Pierce Middle School, Milton MA. Each of the students won the day at Fenway by participating in an IMOVE raffle where the students earned chances to win every time they made a healthy food choice.



IMOVE in lights at Fenway

"The Red Sox have been a great help in promoting health in the IMOVE schools." Said Mike Scuderi, Marketing Director, Costa Fruit & Produce. "Gabe Kapler of the Boston Red Sox graciously agreed to visit the top performing school and donated signed baseballs to be included as part of the incentive program to eat healthy." The Sox also provided other incentives such as game tickets and a visit from the Red Sox Mascot, Wally.



Gabe Kapler Congratulates Students

On May 23rd, Gabe visited the Keith Middle School in New Bedford MA and spoke to four hundred 8th graders about the importance of eating healthy and living a healthy lifestyle. Alice Boswell, Foodservice Manager Said, "Gabe was GREAT!" and that it was a proud day for the City of New Bedford. New Bedford was the top performing school out of the nine that participated this year.

Also on the field at Fenway was State Representative Peter Koutoujian, House Chair of the Joint Committee on public Health. Representative Koutoujian has been working with the foodservice industry to bring healthier foods to schools throughout the Commonwealth of Massachusetts. He is also the producer of a new cable show, "Health on the Hill," Its goal is to inform viewers about health issues in the Legislature and is based on Koutoujian's newsletter of the same name.



Left To Right: Manny Costa, Costa Fruit & Produce; Mike Cappodoro, Stacy Middle, Milford, MA; Liam Fehey, Pierce Middle Milton, MA; Chris Cabral, Keith Middle New Bedford, MA; Wally and State Rep. Peter Koutoujian

IMOVE looks to expand in September 2006 to 15 schools. "The program continues to evolve as we learn more about what kids like and how to incorporate them within school food service operations." Said Mike Scuderi, Marketing Director, Costa Fruit & Produce. "IMOVE is a great program but it becomes a really fantastic program when it has the ongoing collaboration of the School Administrators working in conjunction with the School Food Service. We simply have to keep in mind that it's all about the Kids."

About Costa Fruit & Produce:

A privately owned company, Costa is a produce specialist servicing all of New England. They offer a complete line of fresh products that include, fresh fruits and produce, dairy, and value added fruits, vegetables and prepared salads. In addition, over 3,500 frozen food and grocery items are part of their product mix. They service a wide range of foodservice customers, consisting of hotels, restaurants, contract feeders, healthcare, K-12 schools, retail, and college and university dining. To learn more about Costa visit them on the web at www.freshideas.com