



JAMAICA PRODUCERS GROUP LIMITED

ACQUISITION OF SIMPLY ORGANIC LIMITED

Jamaica Producers Group (JPG) has acquired Simply Organic Limited, a company in the United Kingdom. The purchaser is Serious Food Limited, a wholly-owned subsidiary of JPG.

Simply Organic, launched in 1998 by Christine Manson and Belinda Mitchell, produces a range of fresh organic soups, ready meals and pasta sauces. The company, which is profitable, achieved sales of £3.6 million in its financial year ended July 31, 2006.

The Simply Organic brand is known for quality and purity of ingredients, and JPG is committed to maintaining these values. Simply Organic's founders will remain with the company, and are expected to play an integral role in the future growth and development of the business.

The acquisition of Simply Organic complements the operations of The Serious Food Company, the JPG business unit that is a leading producer of fresh juices and smoothies in the UK. The Serious Food Company also produces fresh soups and premium chilled desserts, and operates a distribution business targeted at the foodservice sector.

Jamaica Producers is a diversified group of companies engaged in agriculture, the production of juices and smoothies, food processing, logistics and distribution in the United Kingdom, Jamaica and Central America.

Kermitt McGann
Company Secretary

October 19, 2006