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PRESS RELEASE

World leader Dole settles in Romania by acquiring Distrifrut's business

Paris, June 11th, 2009 – Dole Europe today announces the opening of a new division in Romania, by taking over Distrifrut's business, which was developed by Mr. Fadi Nahas.

Following the opening of the market in the early 90's, Dole started selling fruit in Romania through Distrifrut, a company owned by Dole's long-term receiver in the region, businessman Fadi Nahas. Today, with this acquisition, Dole is taking over a 25% market share in Romania.

Dole has decided to operate in Romania directly in order to provide top quality products and services to its European retail partners who are also operating in the country. Dole already supplies and advises them in most European countries through its expert ripening and distribution network. This operation enables the Company to extend its scope of operation in the region.

Dole is the first international fruit company to enter Romania, where Distrifrut was the sole distributor of the Dole brand. This milestone acquisition is the result of a long-lasting and successful co-operation between a regional expert and the worldwide leader of the fruit industry.

Dole Romania will operate from six different locations in the country: Bucharest, Constanța, Timisoara, Cluj, Iași, and Bacau. The Company will benefit from a brand new state-of-the-art fruit terminal in Agigea port (near Constanța), on the Black Sea, where Dole bananas - arriving mainly from Ecuador - are discharged from Dole ships.

Thanks to its own network, Dole will distribute a full range of fresh fruit to its customers. The acquisition of Distrifrut is a demonstration of Dole's ongoing commitment to providing its customers with high quality products and services, and represents yet another successful chapter in the history of the Company in Europe.

Dole Food Company, Inc., with 2008 revenues of \$7.6 billion, is the world's largest producer and marketer of high-quality fresh fruit and fresh vegetables. Dole also markets a growing line of packaged foods and frozen fruit and is a produce industry leader in nutrition education and research. For more information on the Company: www.dole.com

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