



Food Company, Inc.
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NEWS RELEASE
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Dole Food Company, Inc. Announces Initial Public Offering

WESTLAKE VILLAGE, California – October 22, 2009 – Dole Food Company, Inc. announced today the pricing of its initial public offering of 35,715,000 shares of common stock at a price of \$12.50 per share (before underwriting discounts and commissions). This represents 41% of the capital stock outstanding with the balance (including shares subject to the trust offering described in the initial public offering prospectus) continuing to be held by David H. Murdock. The shares will begin trading tomorrow on the New York Stock Exchange under the symbol “DOLE” and the offering is expected to close on October 28, 2009.

The Company will use the net proceeds from the offering to repay indebtedness thereby deleveraging the Company’s balance sheet.

Goldman, Sachs & Co., BofA Merrill Lynch, Deutsche Bank Securities and Wells Fargo Securities are acting as joint book running managers for the offering.

A registration statement relating to these securities was declared effective by the Securities and Exchange Commission on October 22, 2009. This offering is being made solely by means of a prospectus. Copies of the final prospectus relating to the offering may be obtained from the prospectus department of Goldman, Sachs & Co. at 85 Broad Street, New York, New York 10004, Attention: Prospectus Department, by telephone at 212-902-1171 or by emailing Prospectus-ny@ny.email.gs.com.

Dole is the world’s largest producer and marketer of high-quality fresh fruit and fresh vegetables, and a leading producer of organic products. Dole markets a growing line of packaged and frozen foods and is an industry leader in nutrition education and research.

This press release shall not constitute an offer to sell or a solicitation of an offer to buy any securities, nor shall there be any such offer or solicitation or any sale of securities in any state or jurisdiction in which such an offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.