

Contact:
Stacy Soefer, *Marketing*
stacy.soefer@cherryman.com
(503) 248-4729 x 304

FOR IMMEDIATE RELEASE:

Global Maraschino Cherry Leader Goes Natural
Gray & Company Launches CherryMan Farm to Market Maraschinos™

PORTLAND, Oregon (October 24, 2012) - Gray & Company, the world's largest producer of maraschino cherries goes natural with the launch of CherryMan Farm to Market Maraschinos™. In an age when consumers are demanding more from the food they eat, CherryMan is pleased to provide a new cherry product free of artificial colors, flavors & preservatives. CherryMan's Farm to Market Maraschinos are cherries for the 21st century.

In a global marketplace, U.S. consumers want to source locally and support American farms. CherryMan Farm to Market Maraschinos are made exclusively from USA grown cherries, and each jar has a unique QR code that can be scanned to reveal the exact origins of the fruit and the story behind the growers. CherryMan cherries come from select farms in Oregon and Michigan, many with rich farming traditions and century old histories. Gray & Company President, Josh Reynolds, adds: "One of the joys of this business is working with family farms and doing our part to help sustain American agriculture."

Gray & Company celebrates the launch of CherryMan Farm to Market Maraschinos by participating in the World Premiere of Walt Disney Studios' upcoming film, *Wreck-It Ralph*, on Monday, October 29th. CherryMan Farm to Market Maraschinos are available immediately online at www.cherryman.com with retail & grocery distribution to follow.

About Gray & Company: Founded in 1908 as a wagon distributor of fountain syrups in Portland, Oregon, Gray & Company is a privately held corporation with more than a century of tradition as a fruit processor, and today stands as the world's largest producer of maraschino cherries. Gray & Company has processing facilities in both Oregon and Michigan, from which they serve North America and markets around the globe. For more information, visit www.cherryman.com, like us on Facebook: facebook.com/CherryManMaraschinos & follow us on Twitter: twitter.com/CherryMan.

About Wreck-It Ralph: "*Wreck-It Ralph*" takes moviegoers on a hilarious, arcade-game-hopping journey in which Ralph (voice of John C. Reilly)—tired of being overshadowed by Fix-It Felix, Jr. (Jack McBrayer), the "good guy" star of their game—sets off on a quest to prove he's got what it takes to be a hero. Also featuring the voices of Jane Lynch and Sarah Silverman, "*Wreck-It Ralph*" is in theaters Nov. 2, 2012.

###