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FRONTERA PRODUCE CELEBRATES MILESTONE, UNVEILS NEW WEBSITE

EDINBURG, TX – (January 31, 2013) - [Frontera Produce](http://www.fronteraproduce.com), LTD, a vertically integrated grower, packer and shipper of fresh produce headquartered in South Texas, kicks off their 20th year of supplying the fresh produce industry by unveiling their newly designed website, www.fronteraproduce.com.

"We're very humbled that we are able to reach this exciting milestone," Will Steele, President and CEO of Frontera Produce said. "We owe our longevity to so many people – our employees, our customers and an entire industry that has supported us throughout our journey."

The launch of the newly designed website kicks off a year-long 20th Anniversary celebration. The site showcases the company's main product lines – tropicals, melons, ethnics and Texas-grown produce – along with their values and team members and a continued focus on direct consumer-connectivity. Frontera has a history of providing consumers with valuable information about their fresh products and engaging with them on a daily basis through social media channels.

The website will serve as the company's communications hub and will regularly feature a wide variety of promotions scheduled throughout 2013.

"We're looking forward to introducing new types of consumer promotions this year," said Amy Gates, Executive Vice President for Frontera Produce. "We hope our approach will complement our online marketing strategy by strengthening our relationships with both our retail partners and consumers, particularly our local consumers across Texas."

To learn more about the company's products and services and to participate in their 20th Anniversary celebration, visit the brand new <http://www.fronteraproduce.com>.

About Frontera Produce

Celebrating their 20th year in 2013, Frontera Produce is headquartered in Edinburg, Texas. The company has extensive growing operations throughout the United States as well as Mexico, Central and South America. Frontera Produce offers an extensive line of fresh products including, onions, cabbage, golden pineapples, fresh chili peppers, carrots, cilantro, melons, and other tropical fruits. Website: www.fronteraproduce.com

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