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Investment from Winegrowing Industry Leaders Spurs SureHarvest Growth

Vino Farms, Inc., Lange Twins, Inc., and Valley Farm Management (Paraiso Vineyards), provide grower expertise and investment capital for software development.

SOQUEL, CA — August 23, 2004 — SureHarvest, a provider of fully integrated farm management software and sustainability services for agriculture, announced today it has secured funding from three of the wine industry's most innovative and successful California winegrowing enterprises.

Vino Farms, Inc., Lange Twins, Inc., and Valley Farm Management (Paraiso Vineyards) — who together farm more than 19,000 acres of California vineyards and provide grapes to such premium California wineries as Mondavi, Sutter Home, E&J Gallo, Rodney Strong, Hess Collection, and Kendall-Jackson — are the first outside investors in SureHarvest. All have been advisors to the company in the development and initial trials of the vineyard management software system.

“We’ve committed financial resources to SureHarvest because of our personal experience with the technology, along with the talent of the management team,” said John Ledbetter and Kim Ledbetter-Bronson, principals at Vino Farms, Inc. “It is clear they have the ability to lead the wine community towards more efficient, effective and sustainable viticultural practices.”

“We see great potential for SureHarvest’s integrated vineyard management application to uniquely address the \$2.3 billion winegrape industry’s growing need to capture and analyze information that assists in controlling costs, enhancing the quality of our grapes, and fosters the sustainability of our vineyards for future generations,” said Randall and Brad Lange, co-founders and co-owners of Lange Twins, Inc.

“The decisions to purchase the product and invest in SureHarvest went hand-in-hand. Our company was in the market for an integrated software package that could aggregate, manage and report on all the information we currently collect in different software programs or on pieces of paper,” said Richard Smith, president of Valley Farm Management and Paraiso Vineyards. “Understanding what SureHarvest offers now made the decision to buy the product easy. Knowing where the company is going made the decision to invest exciting.”

“The investment and investors business experience allows SureHarvest to expand our offerings of exceptional software tools and world-class sustainability services to increase product and brand value for growers, wineries and food companies in the field-to-table value chain,” said Dr. Jeff Dlott, president of SureHarvest. “The combination of quality, value and a sustainability track record will earn products, brands and companies a sustaining competitive advantage that will be tough to beat, even in this increasingly competitive global food and wine marketplace.”

SureHarvest’s first integrated farm management software product, *SureHarvest for Potatoes and Vegetables*, was released in Wisconsin in 2003. This system has become the predominant software platform for the Wisconsin potato industry with over 30 growers managing more than 50% of the state’s 70,000 potato acres.

The secured capital will be used to expand SureHarvest’s sales and marketing programs to the U.S. potato and vegetable markets, execute in winegrapes, and pursue new cropping systems.

About Vino Farms — Vino Farms, Inc., headquartered in Lodi, CA, farms more than 10,000 acres of premium winegrapes in Napa, Sonoma, Yolo, Monterey, San Joaquin, Sacramento and Santa Barbara counties. Vino Farms is owned and operated by John and Jim Ledbetter, and John’s daughter, Kim Ledbetter-Bronson. It sells grapes to about 30 premium California wineries such as Kenwood, Clos Du Bois, Rodney Strong, Beringer Blass, Geyser Peak, Jordan, Arrowood, Murphy-Goode, Robert Mueller, Fetzer, Sutter Home, Chalone, J Wine, Valley of the Moon, Korbel, Remy/Piper-Sonoma, Benziger, Ferrari-Carano, and Robert Mondavi. The Ledbetter family has a legacy of leadership in agriculture with their involvement in the American Vineyard Foundation, California Agriculture Leadership Program, California Association of Winegrape Growers, Lodi-Woodbridge Winegrape Commission, Sonoma County Grape Growers Association, Wine Market Council, Wine Grape Growers of America, American Society of Enology and Viticulture, Unified Symposium, Women for WineSense, Lodi District Grape Growers, and Lodi Chamber of Commerce-Agribusiness Committee. The family has been farming in California since the 1930’s.

About Lange Twins, Inc. — Lange Twins, Inc., is owned and operated by Randall and Brad Lange, third generation winegrape growers. Headquartered in Acampo, California, Lange Twins, Inc. farms 6,500 acres and has been in operation for 30 years. Lange Twins sells to premium wineries such as Mondavi and E&J Gallo. Randall and Brad are active in the California Agriculture Leadership Program, California Association of Winegrape Growers, California Department of Food & Agriculture Pierce’s Disease Board, Lodi-Woodbridge Winegrape Commission, Multi-Species Habitat Conservation Advisory Committee, San Joaquin County Business Council, San Joaquin Farm Bureau, The Agriculture Farmland Trust Board, Winegrape Growers of America, CDFA Winegrape Inspection Advisory Committee, and the California Sustainable Winegrowing Alliance. **For more information** please contact Lange Twins, Inc. in Acampo, California.

About Valley Farm Management (Paraiso Vineyards) — The Smith family has been instrumental in Monterey’s rise to prominence as a world-class winegrowing region. Today Rich Smith and his son, Jason, oversee 3,000 acres of grapes throughout Monterey County, providing fruit to Beringer, Hess, Mondavi, Kendall-Jackson, and many others. They took the lead in perfecting many of today’s industry standards — mechanical harvesting, mobile vineyard pressing, and advanced viticultural systems. They helped outline and establish the Santa Lucia

Highlands American Viticultural Area, today recognized as one of the country's premier winegrowing appellations. The Smith family has taken leadership roles in American Vineyard Foundation, California Agriculture Leadership Program; California Association of Winegrape Growers; Monterey County Vintners, Growers Association' Monterey County Farm Bureau, Winegrape Growers of America, Central Coast Vineyard Team, WineAmerica and numerous research organizations . **For more information** please visit www.psvwine.com.

About SureHarvest — SureHarvest is the leading provider of fully integrated farm management software systems and sustainability services to growers, wineries and food companies. SureHarvest's completely customizable, comprehensive technology helps growers add value to their crops by cutting costs while improving quality. The company offers affordable solutions to small, medium and large-scale operations.

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