



## **FOR IMMEDIATE RELEASE**

Pam Mitchell, General Manager  
831.477.7797  
[pmitchell@sureharvest.com](mailto:pmitchell@sureharvest.com)

### **RealTool Box changes name to SureHarvest**

#### **Name reflects strategic focus of sustainability**

**SOQUEL, CA** — January 26, 2004 — RealTool Box, a sustainability professional services and software firm, today announced that it is changing its corporate name to SureHarvest. The new name reflects the commitment to sustainability that RealToolbox has proven in assisting trade associations, universities, and individual companies in the agricultural and food industry to optimize their business practices and become more environmentally sound, socially responsible and economically successful.

"The name change to SureHarvest more accurately reflects our strategic work, depth of expertise and software systems that we provide to agricultural and food products customers here in California and throughout the US," said President Jeff Dlott. "SureHarvest also better captures our excitement and passion as we pursue our mission to become the trusted consumer source of data-driven information on where food comes from and how food and wine are produced in the increasingly competitive and globe food and wine markets."

**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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