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SureHarvest Announces Monterey Pacific as Newest Customer SureHarvest technology will now be applied to more than 27,000 acres in California

SOQUEL, CA — October 12, 2004 — SureHarvest, a provider of fully integrated software solutions and sustainability services, announced today that Monterey Pacific, Inc., a premium producer of California winegrapes, has chosen to deploy SureHarvest's Software Solutions for Vineyards. With this latest customer addition, SureHarvest's reach in the winegrowing industry now totals over 27,000 acres.

Monterey Pacific, Inc. grows world-class winegrapes on more than 7,000 acres in California's Central Coast, providing grapes for premium wineries such as Eschelon, Clos du Bois, Phelps, Morgan and Bonnie Doon. Monterey Pacific, Inc. also produces premium wine under its own label, McIntyre Vineyards. The company is using SureHarvest solutions to distinctly improve decision management of its winegrowing operations, and will begin implementation next month.

"Over the last three years, we have looked at a lot of off-the-shelf farm management software systems or vineyard-specific systems that were in early stages of development. None of the off-the-shelf systems were designed to meet the complex needs of winegrowers, and the vineyard systems in development were not far enough along to justify the "buy" decision. When we saw SureHarvest's application, we knew the premiere software system for vineyards had finally arrived," said Steve McIntyre, president of Monterey Pacific.

SureHarvest is riding on the wave success, recently securing major investments by three of California's largest vineyards and adding top technology executives to its advisory board and sales team. The rapid-fire succession of turning point events solidifies the agriculture industry's need for technology solutions that improve product quality and environmental stewardship.

"Vineyard managers have been searching a long time for powerful knowledge management tools that can truly help them grow better grapes. Steve chose the SureHarvest technology because he now has the decision-making tools that will enable him to incorporate sustainable practices that lower costs and increase efficiencies," said Jeff Dlott, president of SureHarvest. "Steve's philosophy on winegrowing matches our vision of sustainable agriculture and I'm pleased to have Monterey Pacific as a customer."

About Monterey Pacific, Inc. — Monterey Pacific, Inc. (MPI), based in Monterey County near Soledad, provides professional applied agricultural expertise for vineyards located in the California's Central Coast. MPI's objectives are simple, yet novel in the farm management

industry- to provide clients with professional services while upholding integrity, openness, communication and trust, and not marking up costs of labor, materials or equipment. The MPI philosophy has proven to be very successful. Since 1992 MPI has expanded its managed acreage from 300 to over 7000 acres, and has also developed over 3000 acres of new vineyards for clients, including Mondavi, Sutter Home, UDV, Prudential and affiliate, Capital Agricultural Property Services, Salinas Land Company, Nickie Hahn, Joseph Phelps, Silva Packing, Williams & Selyem, Pebble Ridge Vineyards, Clos du Bois, Rich & Saralee Kunde, Chalone Wine Group, & Silverado Premium Partners.

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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