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Limoneira Pairs with Canadian Based Experts to "Unleash the Power of Lemons"

Health, beauty, food and drink, lifestyle, and cleaning experts join forces with Limoneira to promote the many uses of lemons

SANTA PAULA, Calif.--(BUSINESS WIRE)-- After launching its new marketing campaign, *Unleash the Power of Lemons* last year, Limoneira Company (NASDAQ: LMNR), a leading agribusiness, announced its partnership with five Canadian based experts in the areas of health, beauty, food and drink, lifestyle, and cleaning to promote the many innovative uses of lemons. The experts are passionate, local opinion leaders who have paired with Limoneira to provide tips, uses, recipes, and much more on a new website, www.limoneira.com/unleash. Limoneira has also paired with local experts in Los Angeles, Chicago, New York City, Tokyo, Hong Kong, Shanghai, Sydney, Seoul, Sao Paulo, Buenos Aires, Lima, and plans to continue in major metro markets globally.

"The local leaders we've paired with are the movers and shakers in their industries, and they're experts in using lemons in a variety of innovative and fun ways," says Harold Edwards, Limoneira's CEO. "We believe the campaign is a way to help drive consumption for our lemon business."

The Canadian experts include:

- **Aviva Allen, regularly featured in Canadian media and the author of two books** is one of Toronto's leading nutritionists and heads a successful nutritional counseling practice in offering clients personalized nutrition advice with an emphasis on whole, unprocessed foods.
- **Taylor Rogers and Kendra Lovik** are the wise women behind the Beauty Mark one of Vancouver's longstanding beauty boutiques that offers Canadians highly coveted brands and products north of the border. These girls have a major following, and they've been covered extensively in Elle Canada, Vancouver Magazine, Westender, I'm the It Girl - the list just goes on and on. The Beauty mark was created for beauty junkies seeking the latest "gotta have it" products.
- **John Michael MacNeil**, Executive chef at Teatro in Calgary is building on the restaurant's impeccable tradition by taking the very best quality ingredients and classical techniques and combining them with "molecular gastronomy" to produce something new. After stints in Banff, Switzerland and France, MacNeil made his way to Calgary as culinary czar at Teatro.
- **Manny Sgourakis'** passion for the creative has made Luluthia Floral Design the go-to source for clients such as Mercedes, Guess, Marciano, Queue de Cheval, Lexus and many others. Consistently ranked among the top in the floral industry, he and his team create works of floral art for discerning Montrealers.
- **Tenzin Jangchup**, CEO of innovative Good Karma Eco Cleaning is bringing the highest quality cleaning services to Montreal. The Company uses non-toxic eco-friendly cleaning products and is making small but powerful changes that are creating a big difference in the health of their client's homes, families and the world.

"Lemons are one of the most versatile items in the produce department," says Alex Teague, Limoneira's Chief Operating Officer. "Our **Unleash the Power of Lemons** campaign takes advantage of today's technology, and it's fun, informative and easy. Everyone knows that lemons are a great recipe ingredient and enhancer, but they also have many uses in the areas of health, lifestyle, beauty, and cleaning."

About Limoneira:

The Limoneira Company was founded in Ventura County, California in 1893. Their dedication and innovation in the agricultural industry helped found and develop many institutions that still exist (Sunkist Growers, Fruit Growers Supply and Diamond Walnut). Today, Limoneira has evolved into a global company whose mission is to preserve and promote its tradition, heritage and legacy in agriculture and community development. With over 7,000 acres of agricultural production, Limoneira is the largest provider of lemons and avocados in the United States. In addition to agriculture, Limoneira has a long history of community building and involvement in residential and commercial real estate. Finally, sustainability has been woven into Limoneira's fabric for over a century with strategic investments in water, solar, soil, and integrated pest management. For more information visit www.limoneira.com.

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