

May 31, 2013

Limoneira Teams up with New York Partners to Unleash the Power of Lemons

For the month of June, New York's GreenHouse Eco-Cleaning and FreshDirect join forces with Limoneira to promote the 'Power of Lemons'

NEW YORK--(BUSINESS WIRE)-- Spring may be known as the season of fresh beginnings, but this year it is summer that will bring the spirit of spring cleaning to the Big Apple — with a different type of fruit entirely. For the month of June, [GreenHouse Eco-Cleaning](#), [FreshDirect](#) and [Limoneira](#) (NASDAQ: LMNR) are joining forces to bring the best of all three worlds to their respective customers in one neat, lemon-fresh package.

Known for its dedication to the highest standards of 'green' cleaning, GreenHouse Eco-Cleaning will provide each of their customers with *complimentary* Limoneira Lemons along with an innovative natural cleaning recipe. Their customers will be directed to stock up on versatile, fresh Limoneira lemons from FreshDirect, and FreshDirect clients will also receive 10% off GreenHouse Eco-Cleaning services in the bargain. The promotion will run throughout the month of June.

"We value our relationship with FreshDirect and we're excited about this innovative promotion with GreenHouse Eco-Cleaning for their FreshDirect customers. Not only are lemons great as a recipe enhancer, they are great for natural cleaning as well, as evidenced by the great tips found on [Limoneira's website](#)," says John Carter, Limoneira's Director of Global Sales.

This promotion is one of many initiatives that Limoneira will be making during the coming months with partners around the world to [Unleash the Power of Lemons](#) and highlight their seemingly limitless number of uses — be it through the lemon's obvious role in the culinary arts, or their lesser known properties that make lemons an ideal tool for lifestyle, beauty, health and cleaning. Lemons are no one-trick pony, and Limoneira, with the help of their international experts, are determined to tell the story.

About Limoneira Company:

Limoneira Company, a 120-year-old international agribusiness headquartered in Santa Paula, California, has grown to become one of the premier integrated agribusinesses in the world. Limoneira (pronounced lē mon'âra), is a dedicated sustainability company with approximately 8,000 acres of rich agricultural lands, real estate properties and water rights in California. The Company is a leading producer of lemons, avocados, oranges, specialty citrus and other crops that are enjoyed throughout the world. For more about Limoneira Company, visit www.limoneira.com.

About FreshDirect:

FreshDirect is a leading online grocer in the U.S., delivering premium quality fresh-from-the-farm foods and brand-name groceries to customers in the greater New York, New Jersey, Connecticut metro area and greater Philadelphia, Pennsylvania area. With a more than 2,500-member workforce that is still growing, FreshDirect places an emphasis on nutritious, delicious meals and convenient services that allow customers more time to live healthy lives. FreshDirect aspires to be a valued corporate partner in all communities in which it serves.

For more information, visit www.freshdirect.com. Follow FreshDirect on Twitter: @freshdirect and on Facebook: facebook.com/FreshDirect

About GreenHouse Eco-Cleaning:

GreenHouse Eco-Cleaning is the brainchild of Founder Saudia Davis, and is the product of firsthand experience with the harmful effects of prolonged exposure to common household cleaning products. In 2006, GEC was created after a culmination of researching the best, healthiest and most environmentally friendly products resulted in the creation of GEC's own line of cleaners — both for use and for sale. GreenHouse's philosophy is to be accountable, which means putting their home and commercial cleaners through a rigorous training and educational curriculum, and creating real ways to improve. For more information, visit www.greenhouseecocleaning.com.

Media Contact:

Ann Flower Communications

Anna Acosta
310-305-7169
AnnaMaria@AnnFlowerPR.com

or

Investor Contact:

ICR
John Mills
Senior Managing Director
310-954-1105

Source: Limoneira Company

News Provided by Acquire Media