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NEWS RELEASE

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FOR IMMEDIATE RELEASE**

The Little Potato Company launches new bilingual website - New features help make consumer buying choices easier -

Edmonton, AB – With an ever-increasing need for healthy, fast mealtime choices, The Little Potato Company (LPC) has launched a new fully bilingual website, giving Canadian consumers even more easy meal preparation ideas and nutritional information.

The fact that the website has been made available in both English and French represents LPC's commitment to its newly developed market in Eastern Canada. With more and more retail outlets in Ontario and Quebec carrying LPC's signature baby potatoes, a bilingual website "was an investment we were happy to make for our consumers, and representative of our goal to be a leader in the fresh produce industry," explains LPC's President and CEO Angela Santiago.

LPC understands that making mealtime interesting for busy Canadian families can be a challenge, so the company went above and beyond with unique features such as delicious recipes, general cooking guidelines and nutritional information unique to each variety. Through feedback from its loyal customers, LPC knows people always want to know where to find its potatoes, so the new site also includes an accurate store locator feature. Finally, customers are also invited to submit their own recipes using LPC potatoes through the website, something that will help continue to build the already robust community of LPC fans.

In summary, the company chose to redevelop its website in an effort to deepen the relationship with its consumers and make LPC potatoes a welcome part of their lives. "We like to give consumers every opportunity to get to know our product and our company," explains Santiago. "Further, we like to show them how our product can help save time in the kitchen, while still providing a healthy meal choice for their families," she adds.

As a consumer resource, LPC plans to keep the website content fresh and interesting, with new seasonal recipe ideas, consumer promotions and feedback programs. The site's address is www.littlepotatoes.com.

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