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The “City Harvest/FreshDirect Buying Club” Launches in the South Bronx

City Harvest and FreshDirect Sign New Partnership to Improve Community Health

Long Island City, NY – FreshDirect, one of the nation’s leading online gourmet food purveyors and delivery services, and City Harvest, the world’s first and New York’s only food rescue organization, signed a groundbreaking new agreement today to give the residents of the Melrose neighborhood in the South Bronx greater access to affordable, quality, fresh food. The new initiative, "The City Harvest/FreshDirect Buying Club" will aim to reach low-income residents of the South Bronx who struggle to find fresh and healthy food in their neighborhood.

The new arrangement will partner FreshDirect with City Harvest as an intermediary to sell discounted produce and groceries to individual residents and local institutions serving the community, such as day care and senior centers. FreshDirect will offer City Harvest a 20% discount off of regular prices allowing low-income residents to shop from a selection of items at a discount and conveniently pick up their purchases at a local drop-off point. FreshDirect will also waive all delivery fees for orders placed by City Harvest for the Buying Club.

The Melrose neighborhood was strategically chosen to be the pilot location for the new partnership based on its significant lack of healthy eating options. The NYC Department of Health and Mental Hygiene indicates that unhealthy food outlets outnumber healthy ones by 5:1 in the area. The Melrose neighborhood is part of the poorest congressional district in the country and has among the highest rates of nutrition-related diseases in the city, including diabetes and obesity. Based on the success of the Melrose project, FreshDirect and City Harvest will be bringing this model to other low-income communities of New York City in the future.

"As a dedicated partner of City Harvest for the past several years, I am proud to announce today that we are building on our collaboration and strengthening our joint commitment to improving nutrition and community health in more areas of new York City," said Steve Michaelson, CEO of FreshDirect. "Access to fresh food is critical to good health, and I strongly hope that our partnership with City Harvest will supply the Melrose neighborhood the opportunity to shop for healthy meals and snacks."

“We look forward to working with FreshDirect to address this critical need,” said Jilly Stephens, City Harvest executive director. “This innovative partnership pairs City Harvest’s strong experience in low-income communities providing residents with more nutritious food options

with FreshDirect's high-quality food. We are pleased to be partnering with FreshDirect to ensure low-income New Yorkers gain greater access to affordable wholesome foods.”

Some facts about the work FreshDirect does with City Harvest:

Last year, FreshDirect gave City Harvest more than 1,082,000 pounds of fresh, wholesome food. FreshDirect ranks among City Harvest's top five food donors (among more than 1,900 last year). FreshDirect food donations travel to hundreds of City Harvest's local partner programs; helping the organization feed more than 260,000 hungry men, women and children every week.

About FreshDirect

Founded in 1999, FreshDirect is one of the nation's leading online meals and fresh food manufacturing and delivery services. FreshDirect is setting a new standard for fresh food production and distribution by offering unparalleled quality, product customization, and value pricing from its state-of-the-art kitchen and facility in Long Island City. The company is expanding rapidly and currently serves most of Manhattan and locations in Queens, Brooklyn, Staten Island and the Bronx, as well as parts of New Jersey, Westchester, and Nassau County. The company's vision is to change consumers' lives by providing the ultimate shopping experience for impossibly fresh food and meal solutions. The company currently has over 250,000 customers and has fulfilled over six million orders since opening for business in September 2002. Additional information can be found at www.freshdirect.com.