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Spring Has Sprung - Limoneira Introduces Lemon Misfits™

Grown to be Juicy - Approved by Mother Nature

SANTA PAULA, Calif.--(BUSINESS WIRE)-- Limoneira Company (NASDAQ:LMNR), a leading agribusiness with prime agricultural land and operations, real estate and water rights in California, announced today the introduction of **Lemon Misfits™**. "These lemons are packed with juice and perfect to increase our grocery retail partner's sales with a customer-friendly price point," said John Carter, Director of Global Sales. "They also have a lot of great health benefits as noted in a recent MSN Health article."

"The misfit label is a tongue-in-cheek reference to their having a little scarring from wind in the orchards," continued Carter. "We're playing on this fact by identifying them as orchard outcasts with great personalities. After all, we all know that beauty is only skin deep."

Lemon Misfits™ come in a variety of sizes and packaging/pallet configurations. "As the largest vertically integrated lemon provider in the U.S., we have the ability to create programs for our customers more easily than others," said Alex Teague, Limoneira Senior Vice President. "Having our own orchards and packing facilities is a huge plus."

Consumers can juice up **Lemon Misfits™** for a variety of family occasions and **Misfit Madness Recipes** will be featured on Limoneira's website and through Limoneira's global opinion leader network and social media bloggers. Retailers can receive **Lemon Misfit™** point-of-sale material for their stores.

About Limoneira:

Limoneira Company, a 122-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'āra), is a dedicated sustainability company with approximately 11,000 acres of rich agricultural lands, real estate properties and water rights in California, Arizona and Chile. 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.

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