

July 2, 2012

## Limoneira Unleashes the Power of Lemons

### *Building Lemon Sales Through Fun and Easy Consumption Ideas*

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 a new marketing campaign to "Unleash the Power of Lemons."

"Lemons are one of the most versatile items in the produce department," says John Carter, Limoneira's Director of Global Sales. "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. These applications are represented by fun icon images in conjunction with our consumer QR code that links to our web site lemon shopper pages."

"It's about driving lemon consumption in a fun and easy way," says Alex Teague, Limoneira's Chief Operating Officer. "It's a given that lemons are in the produce department, but with consumers' ever increasing focus on natural products, we'd like them to think about lemons when they're in the cleaning, health, beauty and household aisles, and we want to help drive more lemon sales for our retail partners."

Limoneira's **Unleash The Power of Lemons** campaign will appear in citrus trade publications and through social media programs. "Now that the base communication vehicle and message have been established, we will continue to expand the application across packaging, advertising, and promotions," notes Carter. "We want to make it as easy as possible to help our customers connect the consumer to the tree."

### **About Limoneira Company**

Limoneira Company, a 119-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 almost 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, and other specialty crops that are enjoyed throughout the world. For more about Limoneira Company, please visit [www.limoneira.com](http://www.limoneira.com).

Limoneira Company  
John Carter  
Director of Global Sales  
(805) 625-3523  
[jcarter@limoneira.com](mailto:jcarter@limoneira.com)

or  
John Chamberlain  
Director of Marketing  
(805) 708-0364  
[jchamberlain@limoneira.com](mailto:jchamberlain@limoneira.com)

or  
Investor Contact:  
ICR  
John Mills  
Senior Managing Director  
310-954-1105

Source: Limoneira Company

News Provided by Acquire Media