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Limoneira Pairs with New York-Based Experts to "Unleash the Power of Lemons"

Health, beauty, food and drink, lifestyle, and cleaning experts join forces with Limoneira to promote the many uses of lemons

SANTA PAULA, Calif.--(BUSINESS WIRE)-- After launching its new marketing campaign, **Unleash the Power of Lemons** earlier this year, Limoneira Company (NASDAQ: LMNR), a leading agribusiness, today announced its partnership with five New York-based experts in the areas of health, beauty, food and drink, lifestyle, and cleaning to promote the many innovative uses of lemons. The experts are passionate, local opinion leaders who have paired with Limoneira to provide tips, uses, recipes, and much more on a new website, www.limoneira.com/unleash. Limoneira has also paired with local experts in Los Angeles and Chicago and plans to do the same in Miami, Toronto, and Montreal.

"The local leaders we've paired with are the movers and shakers in their industries and they're experts in using lemons in a variety of creative, useful, and fun ways," says John Chamberlain, Limoneira's Director of Marketing. "Our five New York partners are excited to share their tips for using lemons with everyday consumers for practical household, culinary, health, design, and beauty solutions."

The New York experts include:

- **Marissa Lippert:** Named "Best Nutritionist" by *New York City Search* the past five years running; founder of NOURISH, a nutrition counseling firm that helps clients live, eat, and cook more healthfully, including incorporating the use of Limoneira lemons into a healthy diet
- **Shizuka Bernstein:** Lauded as a skin care guru by *New York Magazine*; featured as a beauty expert in *Marie Claire*, *Shape*, *NY Daily News*, and many more, uses Limoneira lemons at her NY day spa to create a relaxing, "Zen" atmosphere
- **Thomas Keller:** Renowned founder of The Thomas Keller Restaurant Group, including Per Se (3-star rating from the Michelin Guide and highest Zagat rating), French Laundry, and many more; obsessive about culinary details, including adding the zest of lemons to create the perfect dish
- **Deborah Hunter:** Founder and creative vision of Worship Luxury, a prominent NY design firm, which has received accolades in *New York Magazine*, *Bride and Joy*, and many others; loves to incorporate lemons into floral designs for events and statement pieces in homes
- **Saudia Davis:** Founder of GreenHouse Eco-Cleaning, a leader in green cleaning techniques and dedicated to keeping homes and offices free of toxins and harmful pollutants; uses Limoneira lemons as a powerful all-natural cleaner

"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."

The Limoneira Company was founded in Ventura County, California in 1893. Their dedication and innovation in the agricultural industry helped found and develop many institutions that still exist (Sunkist Growers, Fruit Growers Supply and Diamond Walnut). Today, Limoneira has evolved into a global company whose mission is to preserve and promote its tradition, heritage and legacy in agriculture and community development. With over 7,000 acres of agricultural production, Limoneira is the largest provider of lemons and avocados in the United States. In addition to agriculture, Limoneira has a long history of community building and involvement in residential and commercial real estate. Finally, sustainability has been woven into Limoneira's fabric for over a century with strategic investments in water, solar, soil, and integrated pest management. For more information visit www.limoneira.com.

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