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PRESS INFORMATION

Mattias Engberg Appointed Chief Financial Officer For Dole Europe

Paris, March 2, 2010 – Dole Europe, one of the largest marketers of fresh fruit and vegetables on the continent, has appointed Mattias Engberg to the position of Chief Financial Officer. The scope of his responsibilities will include Europe Finance, IT and Tax teams. Mattias Engberg will be located in Paris and will report to Jean-Christophe Juilliard, Dole Europe President.

Mattias Engberg has a MBA in International General Management from Rotterdam School of Management and 15 years post MBA experience in executive financial positions within several industries. He joined Dole in Sweden in 2001 as CFO of Saba, where he helped simplify and streamline the organization. Then he moved to Dole Corporate in the U.S. in 2006 as Director of Business Analysis, and has since September 2007 held the position as VP Strategic Planning for Dole Latin America.

'The CFO's role is to support the business by making sure we get timely and accurate information that help us implement and fine tune our strategy. To assure that the finance function adds value to our operations, we need to focus on increasing information transparency, reducing complexity, improving quality, and reducing lead time in our financial processes' says Mattias Engberg.

'We worked together in Sweden on the simplification of structure and processes' recalls Jean-Christophe Juilliard. *'Such focus is still critical in Dole Europe's permanent effort to improve the efficiency of its supply chain. I know Mattias will be a leader in developing this spirit further throughout our organization and throughout the relation with our customers'*.

To strengthen the department, Frank Hoe has been appointed Chief Information Officer for Dole Europe. As the new CIO, he will define and implement the IT Strategy in Europe. He will report to Mattias Engberg and will be located with the European IT team in Hamburg. Frank Hoe has a degree in Computer Science and has 15 years experience in the IT field, in which he has endorsed IT executive roles in Europe and in the United States, for different companies, including retailer groups (ALDI and Hertie) and the TÜV Rheinland Group, a global provider of technical services.

About Dole Europe: Dole Europe is one of the largest marketers of fresh produce on the continent, where it has been operating since 1992. It imports a wide range of fresh fruit and vegetables from both Dole Food Company's own farms and independent growers situated all over the world. Dole Europe also provides retailers with innovative solutions in terms of services and products. The company focuses on four core values: competence, responsibility, integrity and enthusiasm. Its network stretches from Scandinavia to South Africa, from Portugal to Russia, and includes 1,550 employees, working on 40 locations. More information at www.dole.eu.

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