



Jamaica Producers Group
Stock Exchange Announcement:

Jamaica Producers Group (JP) announces that, in line with its commitment to grow its core juice business, it has reached an agreement with Friesland Foods to purchase Holland's leading fresh juice and smoothie manufacturer, Hoogesteger Fresh Specialist BV.

Hoogesteger enjoys a market leading position in the Netherlands, built on a reputation for quality and innovation, selling into the private label grocery and food service sectors and affords JP an exciting platform for future growth and development.

Hoogesteger will continue to operate as a separate business unit, drawing on some management support and expertise from JP's Serious Food Company subsidiary and from the JP corporate offices in Kingston.

This acquisition of Hoogesteger further reflects the Group's renewed focus on its core juice business. It is a first step in achieving a significant presence on the European continent in line with our strategy of establishing the Group as the leading premium juice and smoothie business in Europe.

Hoogesteger employs 130 persons in the production of fresh juice and smoothies and has annual revenues of approximately 32 million euros. The Hoogesteger acquisition is valued at 9.2 million euros.

Jeffrey Hall
Managing Director
Jamaica Producers Group

June 25, 2008

Press Release

Chairman of Jamaica Producers Group (JP), Mr. Charles Johnston announced today that JP has reached an agreement with Friesland Foods to purchase Holland's leading fresh juice and smoothie manufacturer, Hoogesteger Fresh Specialist BV.

Hoogesteger enjoys a market leading position in the Netherlands, built on a reputation for quality and innovation, selling into the private label grocery and food service sectors and affords Jamaica Producers an exciting platform for future growth and development.

CEO of JP, Jeffrey Hall explains: "This acquisition further underlines the strategy of Jamaica Producers of seeking profitable growth in the premium juice and smoothie category. It is representative of our commitment to focus on this category across Europe.

"Our heritage and expertise in fruit provides us with a fantastic platform for growth and we have set out a very clear and ambitious agenda that will see JP established as the best premium fruit juice and smoothie business in Europe.

"In line with group strategy, the move enables JP to focus on growing its premium fruit juice and smoothie business across Europe. Our UK subsidiary, the Serious Food Company is the UK's largest fresh juice and smoothie manufacturer and this move sees it combined with Holland's largest fresh juice and smoothie manufacturer."

In the short-term, Hoogesteger will continue to operate as a separate business unit, drawing on some management support and expertise from the UK and Jamaica with the intention of fully integrating it as a business unit of the Serious Food Company during 2009. Hoogesteger employs 130 persons in the production of fresh juice and smoothies and has annual revenues of approximately 32 million euros. The Hoogesteger acquisition is valued at 9.2 million euros.

Jeffrey Hall
Group Managing Director
Jamaica Producers Group Limited