



**Jamaica Producers Group**  
**Stock Exchange Announcement**

Mr. Charles Johnston, Chairman of Jamaica Producers Group Limited (JP), today announced the sale of the Group's loss-making Serious Desserts business to Noble Foods Limited in a deal valued at J\$400 million. JP had previously announced its intention to divest certain non-core businesses.

The Serious Desserts business is a three-year-old start-up in the premium segment of the market. The business had turnover in 2007 of £2.9 million. The turnover of Serious Desserts represented less than 3% of the Group's 2007 revenues.

Mr. Jeffrey Hall, Group Managing Director, in commenting on the rationale for the divestment, said: "Our diversification into new product categories in recent years has meant that our core juice operation, the largest part of our business, has not enjoyed the level of focus that I believe is necessary at this time".

JP has indicated that its food businesses have been severely affected by significant raw material cost increases. This problem, along with the impact of Hurricane Dean on its banana business, has placed the Group in a continuing loss position that has led to the shift in strategy.

Mr. Hall stated: "Our unrivalled heritage and expertise in fruit provides us with a strong platform for growth and our best prospects for a quick return to profitability. As part of this, we have set out a very clear and ambitious agenda that will see our juice business established as the leading premium fresh juice and smoothie business in Europe."

JP's subsidiary, Sunjuice Limited, is the UK's largest fresh juice and smoothie manufacturer and it's A. L. Hoogesteger Fresh Specialist B.V. is the largest fresh juice and smoothie manufacturer in the Netherlands.

Jeffrey Hall  
Group Managing Director  
Jamaica Producers Group

July 18, 2008