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Orchard Sweet Introduces Seneca Truly Fruit™

El Segundo, CA — Orchard Sweet Foods proudly announced its new Seneca Truly Fruit™ product line at the 2007 National Confectioners Association (NCA) ALL CANDY EXPO® in Chicago this week. The new product line garnered a great deal of attention - and rave reviews – at the largest confectionery and snack show in North America.

Seneca Truly Fruit™ contains real fruit and real fruit juice, accounting for its sensational taste. Fat-free, cholesterol-free and enriched with 25% vitamin C, Seneca Truly Fruit™ flavors include Cherry, Lemon, Orange, Green Apple and Red Apple Raspberry. Each piece is individually wrapped and is available in 4 ounce packages, 12 ounce packages, bulk cases, 150-count jars, as well as 8.5 ounce grocery produce packs – packaging options to suit everyone from moms to major event coordinators!

"Seneca Truly Fruit is the culmination of our commitment to provide consumers with products that are better for you while also offering an exceptional fruity taste," said Brendan Kelley, President of Orchard Sweet.

When asked about the recent trend toward healthier product offerings in the candy category, Kelley replied, "Consumers are paying more attention to natural ingredients and vitamins from natural sources. This is not so much a trend as it is a shift in the national consensus. In turn, healthier, more active parents and grandparents will influence younger generations with their choices of treats – and Orchard Sweet will be there to help them do so".

In April 2007, Orchard Sweet signed a long term licensing agreement with the Seneca Foods Corporation (NASDAQ;SENEA/SENEB) to develop and market a full line of confections under the Seneca trademark. Seneca Foods posted sales of nearly \$1 billion in 2006 with such well-known consumer brands as Libby, Seneca, Stokely and a number of private label brands, as well as Seneca Apple Chips in the snack category.

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