FOR IMMEDIATE RELEASE

Innovative Solution Customizes Delivery Vans to Help Edible Arrangements Go Green
- All-Electric Cooling Units Expected to Save an Average of 27 Percent of Fuel Used Per Van Over a Traditional Cargo Vehicle -

Wallingford, Conn., Sept. 29, 2010 – Leaders at Edible Arrangements will be recognized by Thermo King for taking a bite out of fuel costs and pollution. They have developed an innovative way to refrigerate their artistically designed fresh fruit arrangements during delivery. Using customized vans with all-electric cooling, they anticipate diesel fuel savings of 27 percent over traditional vans.

The all-electric systems in the company’s new customized Ford Transit Connect delivery fleet offer “shore” power. This allows drivers to plug into standard electric outlets to recharge and refrigerate rather than use fuel during loading and unloading.

This feature reduces demand on the van’s engine and reduces carbon emissions because drivers can pre-cool a van by plugging it into a nearby outlet. When departing, the driver unplugs, and the van’s battery takes over to provide the needed power to keep the products refrigerated en route.

Because of their commitment to environmental responsibility, leaders at Edible Arrangements will receive the first-ever Thermo King “Energy Efficiency Leader Award” for the operational efficiency of these vans.

Details of the award presentation:
- Chris Casazza, president of Thermo King, will present the award to Kamran Farid, chief operating officer, and Tariq Farid, chief executive officer of Edible Arrangements
- The awards presentation will be at 9:30 a.m. on Sept. 24, 95 Barnes Road, Wallingford, CT 06492

“We can contribute the most to sustainability as a company by improving the efficiency of our delivery vans,” said Kamran Farid, chief operating officer of Edible Arrangements. “We’re pleased to have identified an environmentally responsible solution that meets our commitment to product quality while also saving fuel and reducing emissions.”

Developing a Customized Solution
Edible Arrangements has more than 970 locations operating or opening soon worldwide, including more than 880 in the United States. Because freshness is the most essential component of product quality for Edible Arrangements, the company’s drivers make multiple trips to the company’s stores each day, logging an average minimum of 200 miles daily.

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Innovative Solution Used to Customize Delivery Vans for Edible Arrangements

When Edible Arrangements sought a more fuel-efficient vehicle than the traditional cargo vehicles they had been using, the Ford Transit Connect van proved an ideal solution. They worked with Marcotte Ford in Holyoke, Mass., to bring vans over from Europe, and collaborated with Thermo King and Sub Zero Insulation & Refrigeration Technologies, LLC, in Brooklyn, N.Y., to design a reliable all-electric refrigeration environment especially for the vans.

To support the refrigeration units, higher capacity alternators were added to each van. The all-electric refrigeration systems have no diesel engines, so they use less fuel, produce fewer emissions and run quieter, all while delivering reliable temperature control.

Edible Arrangements currently has more than 60 vans equipped with all-electric refrigeration systems on the road and plans to add 200 more in the next 12 months. As more and more franchisees replace their older delivery vans Edible Arrangements anticipates that its total fleet of more than 1,300 vehicles will be upgraded to Ford Transits using the all-electric refrigeration units.

About Thermo King Corp
Thermo King Corp., a business of Ingersoll Rand - the world leader in creating and sustaining safe, comfortable and energy efficient environments - was founded in 1938 and manufactures transport temperature control systems for a variety of mobile applications, including trailers, truck bodies, buses, shipboard containers and railway cars. The company operates 10 manufacturing facilities and 17 parts distribution centers worldwide. Sales and service is provided by a global dealer network of 865 independently owned companies in 75 countries. For more information, access the Thermo King website at www.thermoking.com.

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About Edible Arrangements
Edible Arrangements International, Inc. is the leading purveyor of delicious, high quality, artistically designed fresh fruit arrangements that are practical and healthy gifts. Founded in 1999 in East Haven, CT. by Tariq Farid, Edible Arrangements has been ranked first in its category by Entrepreneur Magazine’s Annual “Franchise 500” Ranking for the past five consecutive years. With over 970 locations operating or opening soon worldwide, Edible Arrangements is rapidly expanding across the United States, Canada, Puerto Rico, the United Kingdom, Saudi Arabia, the United Arab Emirates, Kuwait, Qatar, Italy, Turkey, Hong Kong and India. Customers may order arrangements by telephone at 1-877-DO-FRUIT, at one of the company’s retail stores, or on-line at ediblearrangements.com.

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