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For Immediate Release

Noble Juice Goes Natural
Premium Juices available in bottles made from NatureWorks® PLA

MINNETONKA, Minn. – September 18, 2006 – Noble Juice is demonstrating their “fresh thinking” by offering the first juice available in bottles made from NatureWorks® PLA. The products – 32 ounce premium all natural, juices and organic lemonades – are now available at Wal-Mart stores nationally as well as a number of grocers including Publix, Kroger, A&P, Food Emporium, Wakefern, Ralph’s, Stop & Shop and Giant Eagle.

“As the premium supplier to retailers for more than 70 years, Noble Juice is recognized for tantalizing the senses with our all-natural juices,” said Wade Groetsch, president of Noble Juice. “With NatureWorks PLA we are also stimulating the mind of our consumer by making our product available in an eco-friendly bottle made 100 percent from an annually renewable natural source.”

The line of premium juices is hitting the mark at retail with Noble experiencing a growth in sales of their all-natural juices. Their unmatched offer of 100 percent juice in a bottle made from 100 percent corn, is proving a perfect score with consumers. Available flavors include tangerine, tangerine clementine and tangerine guava mango as well as organic lemonades and organic orange juice. The bottle has the same look and feel of traditional packaging and the juice continues to provide the same health benefits, including helping the body build its immune system to fight off diseases.

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“The launch with Noble Juice marks the first commercial introduction in the premium juice category for NatureWorks PLA bottles,” said Brian Glasbrenner, NatureWorks business development manager bottles. “In a market as competitive as juice, brand owners are looking for ways to differentiate their product at the point-of-sale. NatureWorks PLA allows Noble Juice to provide consumers an innovative, more environmentally responsible packaging choice.”

Derived from corn, the bottles offer a meaningful alternative to oil-based packaging so common in “grab and go” sized drinks. As a result of converting a year’s supply of 32 ounce plastic bottles from petroleum-based to nature-based packaging, Noble Juice will save the fossil fuel equivalent of burning 114,000 gallons of gasoline¹. In addition, the company will save greenhouse gases equivalent to driving a car more than 2.7 million miles in the U.S.

Noble Juices and Blue Lake Citrus Products, LLC.

Blue Lake Citrus Products, LLC., a Florida based company, was started in 1996 and quickly became a leader in the Florida organic juice industry. Blue Lake Citrus gained a reputation for squeezing fruit at the perfect ripeness to provide the best flavor and premium quality. Blue Lake Citrus Products has supplied the domestic and international markets with all natural and organic juices for years. For more information about Blue Lake Citrus Products, LLC and Noble Juice, please visit www.noblejuice.com.

About NatureWorks LLC

NatureWorks LLC is a stand-alone company wholly owned by Cargill. Dedicated to meeting the world's needs today without compromising the earth's ability to meet the needs of tomorrow, NatureWorks LLC is the first company to offer a family of commercially available greenhouse-gas-neutral polymers derived from 100 percent annually renewable resources with cost and performance that compete with petroleum-based packaging materials and fibers. The company applies its unique technology to the processing of natural plant sugars to create a proprietary polylactide polymer, which is marketed under the NatureWorks® PLA and Ingeo® fibers brand names. For more information about NatureWorks and its brands, please visit www.natureworkslc.com

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*Composting is effective in industrial compost facilities, where available.

¹ Data based on peer-reviewed lifecycle analysis of NatureWorks PLA