



October 19, 2009

FOR IMMEDIATE RELEASE

Contact:
Juan Batista, AgriWise, Inc.
925-837-6933
PublicRelations@AgriWise.net

AgriWise Names L. Gary Gionnette President and CEO

SAN RAMON, CA, October 19, 2009 – L. Gary Gionnette has been named President and Chief Executive Officer of AgriWise Inc., an international provider of software services for agricultural businesses that includes advanced harvest traceback technology. The announcement was made by Jimmy Moir, who previously held the position of president and CEO, and who continues as board director.

“We are delighted to welcome Gary to the company and the board,” said AgriWise chairman Robert Raynsford. “He brings to AgriWise extensive experience in the produce industry, notably with SUPERVALU where he has held a number of senior management positions and led strategic initiatives in the produce area.”

Gionnette, 58, most recently served as Chief Operating Officer of W. Newell & Co., SUPERVALU’s specialty produce distribution facility. Gionnette had previously served as Vice President with responsibility for all SUPERVALU produce distribution operations.

Gionnette also has held the position of President and CEO of Driscoll Strawberry Associates, the largest producer of consumer-ready fresh strawberries and raspberries in North America. He was responsible for production and distribution operations throughout the United States as well as Canada, South America and Europe. Earlier in his career, he held management positions with Safeway in the produce area.

On taking this new position, Gionnette said, “The produce industry is entering a new era and I believe that the AgriWise suite of business solutions plays an important role in giving growers, packers and shippers access to the critical information they need to run their business efficiently and profitably. That the AgriWise system includes proven traceback technology, which is an urgent need in the produce industry today, makes this opportunity even more exciting for me.”

About AgriWise, Inc.

AgriWise, Inc., based in San Ramon, California, is an international provider of software services that enable fast and reliable traceability while helping grower-based businesses improve operating and financial performance by being better able to manage the information they need to run their businesses efficiently and profitably. AgriWise services are currently being used by leading growers in Europe and North America. More information is available at www.agriwise.net.



L. Gary Gionnette
President/CEO
AgriWise, Inc.
San Ramon, CA

AgriWise®, Inc.

2333 San Ramon Valley Blvd., Ste. 185, San Ramon, CA 94583-1613
T 925-678-2345 F 925-837-0213