

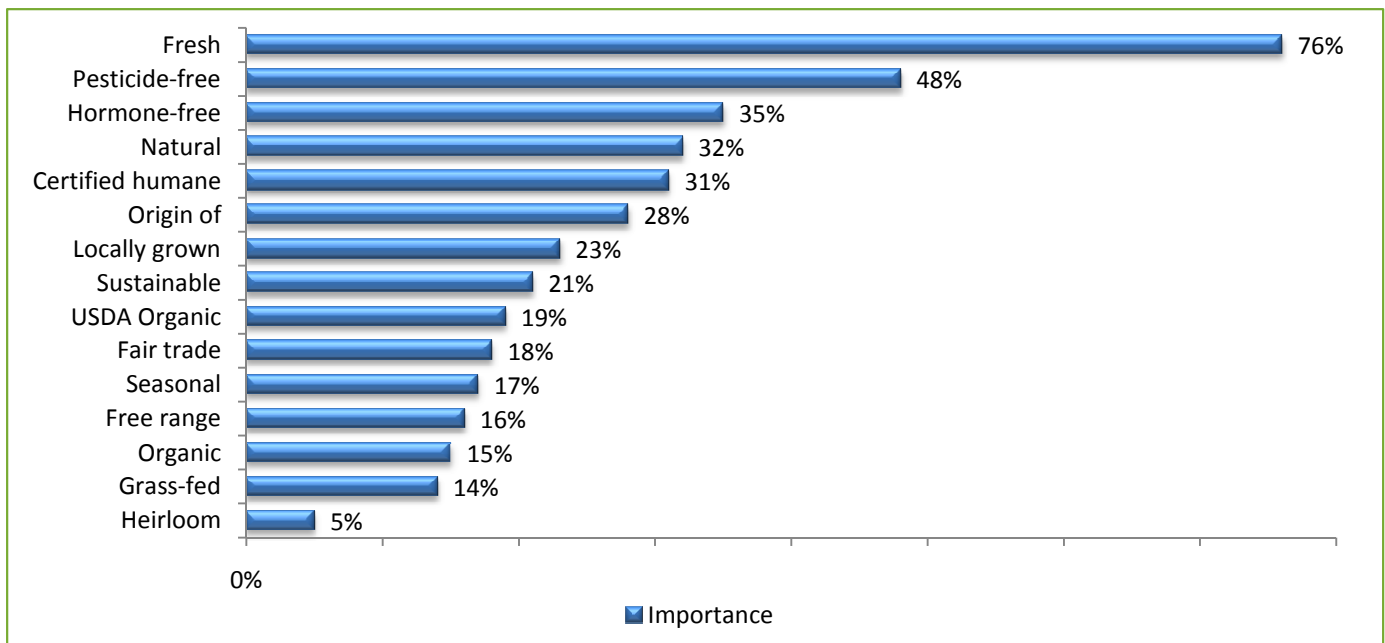
Why for Consumers?

Why AeroFarms™ for Consumers?

- ✓ Available all year round
- ✓ Fresher, longer-lasting local products
- ✓ Pesticide-free and safer products
- ✓ Clean and dry upon harvest, no washing required
- ✓ Healthy and flavorsome food
- ✓ Improved sustainability footprint through reduced water and land use
- ✓ Improved local economy and employment
- ✓ Community rehabilitation

*Production with an AeroFarms system is **pest-, pesticide-, hormone-, dirt- and pathogen-free**. It enables **local** growing and grows salads that stay **fresh for weeks**. Organic seeds are preferred with the system.*

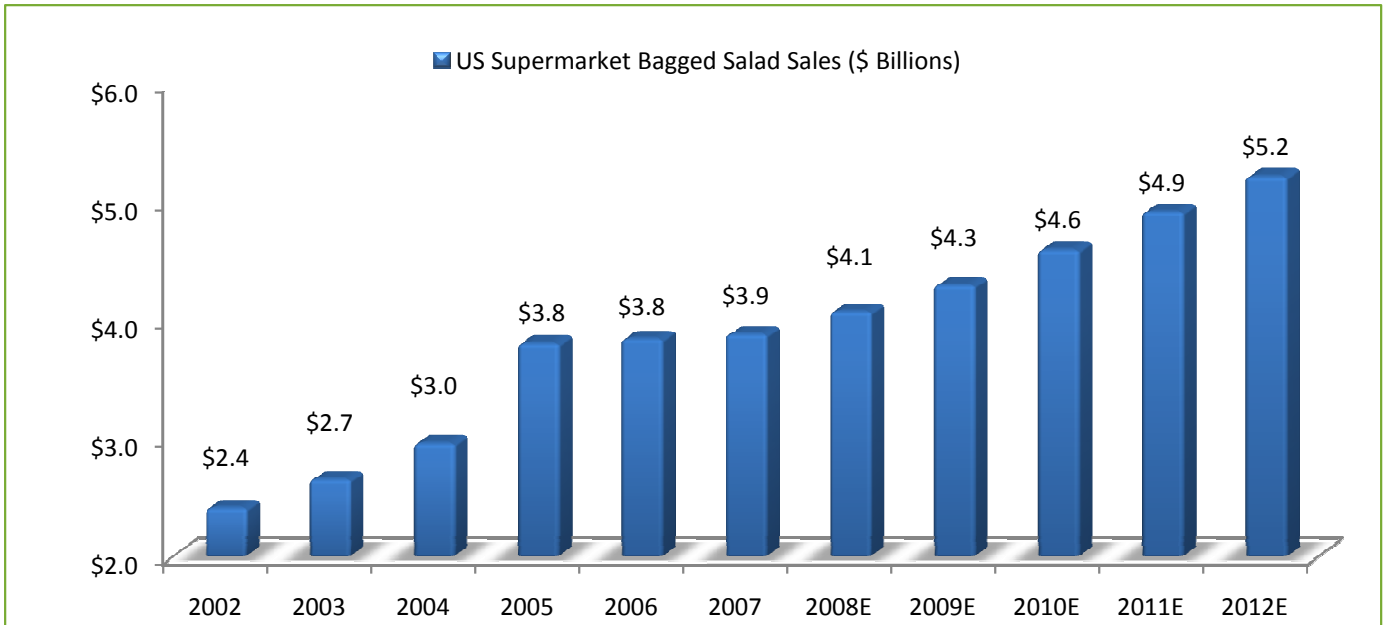
Importance of Labels to Consumers



Source: Organics 2008 Report (Hartman Group), Survey



Consumers Love Bagged Salad...



...But Need Innovation To Drive Growth

With an AeroFarms system, it's easy to create new mixes that continually surprise and please consumers. With hundreds of varieties of leafy greens, herbs and flowers, the possibilities are endless.

Ways To Sell Direct To Consumers

- ✓ Farmer's Markets
- ✓ On-Farm Market
- ✓ Roadside Market
- ✓ Community Supported Agriculture (CSA)
- ✓ E-Commerce