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MEDIA RELEASE

Seeka announces the purchase of the Kiwi Crush™ and Kiwi Crushies™ product ranges from Vital Food Processors Ltd.

Te Puke, 31 August - Seeka Kiwifruit Industries (NZX-SEK), New Zealand's and Australia's largest kiwifruit grower, today announced the purchase of the Kiwi Crush and Kiwi Crushies product ranges from Auckland based Vital Food Processors Ltd (Vital Foods) for an undisclosed sum.

Kiwi Crush is a range of 100% natural kiwifruit based drinks that have since the early 1990s helped New Zealanders support and balance the digestive system. Kiwi Crush is prepared through a unique and specialised process that locks in and preserves the natural and functional ingredients found in New Zealand green and other kiwifruit. Kiwi Crushies are a range of 100% natural fruit based ice blocks that were launched in 2014.

Seeka CEO Michael Franks was pleased to announce that the purchase of Kiwi Crush and Kiwi Crushies by Seeka. Seeka has a long association with Vital Foods, both as a supplier of kiwifruit and as a shareholder. The sale of Kiwi Crush and Kiwi Crushies to Seeka will allow Vital Foods to focus more effectively on the international market for their Phloe and related products.

Initially the products will continue to be manufactured by Vital on behalf of Seeka. It is Seeka's intention to establish a food technology and processing centre in the Bay Of Plenty focussed on value add from the products that are currently handled by Seeka, with this centre to be operational for the next kiwifruit harvest season. Our growers and shareholders will benefit from these value-added activities.

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