

Chiquita and Walt Disney World Resort Announce Multi-Year Alliance to Offer Fresh, Healthy Chiquita and Fresh Express Products to Disney Guests

Agreement Links Companies with Long History of Quality Products & Services

LAKE BUENA VISTA, Fla., (July 29, 2011) – Chiquita Brands International (NYSE: CQB) and Walt Disney World Resort announced an agreement today that will bring premium, healthy fresh Chiquita® and Fresh Express® products to a number of retail points at Walt Disney World in Lake Buena Vista, Fla. and Disney Cruise Line. This new strategic alliance represents the commitment of both companies to provide consumers with healthy food options.

“We are pleased to work with Disney to offer healthy, nutritious Chiquita and Fresh Express products to the millions of guests who visit Walt Disney World Resort and Disney Cruise Line each year,” said Fernando Aguirre, Chiquita chairman and chief executive officer. “This alliance joins two companies with the shared commitment of providing quality experiences to consumers. This is yet another step in Chiquita’s efforts to improve world nutrition by extending distribution of our healthy fresh products, now to include the world’s favorite vacation destinations.”

Throughout Walt Disney World Resort and Disney Cruise Line, Chiquita and Fresh Express products will receive brand exclusivity within their respective categories and enjoy significant exposure to important consumer segments. The new agreement continues Chiquita’s expansion into distribution points beyond traditional channels as well as providing an opportunity for Chiquita to educate consumers about the benefits of proper nutrition.

“This alliance complements our company’s commitment to providing guests with high-quality, healthy food options,” said George Aguel, senior vice president, Corporate Alliances for The Walt Disney Company.

As part of the agreement, Chiquita will serve as the sponsor of both the “Crush ‘n’ Gusher” at Typhoon Lagoon, themed around a tropical fruit processing center, and the “Living with the Land” attraction, where Chiquita will join forces with Disney to help teach guests about nutrition. In another joint effort, Chiquita will also participate in the “runDisney” marathon series to help promote healthy living and active lifestyles. Beginning with the upcoming Wine and Dine Half Marathon Weekend in September, Chiquita will share with guests and participants how its fresh and convenient products can help improve personal nutrition.

Chiquita and Fresh Express products add to Disney’s existing portfolio of nutritious snack items as well as its ongoing effort to promote healthy lifestyles and nutrition for kids and families. Chiquita bananas and Fresh Express salad items will be featured throughout Walt Disney Resort and offer visitors convenient low calorie snacks.

The Walt Disney Company first pioneered groundbreaking nutritional guidelines in 2006 aimed at giving parents and children healthier eating options. Disney Magic of Healthy Living, a comprehensive initiative launched in 2010, builds on that commitment by inspiring kids and families to explore simple and fun ways to eat right and be active. Today,

more than 85 percent of Disney's licensed food portfolio consists of healthier options, including produce and low-fat dairy.