



FOR IMMEDIATE RELEASE

Fall Creek Farm & Nursery, Inc. Names Boris B. Aust As Chief Financial Officer

LOWELL, Oregon (May 13, 2010) – Fall Creek Farm & Nursery, Inc. has announced the appointment of Boris B. Aust as the new Chief Financial Officer. In his new role at Fall Creek Farm & Nursery, Inc., Aust is responsible for providing leadership of the finance department and will establish long-term financial goals, strategies, plans and policies. He will also serve as key business partner to David Brazelton, CEO & President, in implementing the company’s business and financial strategies.

“We are extremely pleased at the appointment of Boris Aust to lead our Finance and Accounting Department,” states Brazelton. “Boris brings a wealth of experience, training and commitment that will be essential to our family business as it continues to grow.”

Aust received a Bachelor’s Degree with Honors in Finance from the Birmingham City University, England, and Master’s Degree in Bank and Finance Management from the Ostfalia University of Applied Sciences in Germany. He also earned the CFA® designation (Chartered Financial Analyst®) in 2008. Before joining Fall Creek Farm & Nursery, Inc. in 2008, Aust worked as an analyst for ten years for the second largest bank in Germany overseeing a multi-billion dollar portfolio of asset-backed securities worldwide.

Fall Creek Farm & Nursery, Inc. is the world’s largest grower and supplier of blueberry nursery stock to commercial fruit growers, nurseries, wholesale plant growers and plant retailers in North America and worldwide. Founded in 1978, Fall Creek Farm & Nursery, Inc. remains an industry pioneer in new variety development and blueberry research and maintains a key role in the blueberry industry globally. To learn more, visit:

www.fallcreeknursery.com.

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