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NEW MANGO WEBSITE IS A QUICK CLICK TO PARADISE

*National Mango Board gives the mango movement a boost
with its new website, www.mango.org*

Orlando, Fla. (June 4, 2007) – The National Mango Board has officially launched its new website, www.mango.org, to serve as the mango resource for consumers, foodservice professionals, and the produce industry. Consumers will find tasty mango recipes and nutrition information as well as a video demonstration of how to easily cut a mango by Chef Allen Susser, renowned chef, author, and mango expert. The new website also features recipes and tips specific to foodservice as well as industry tools, such as crop forecast information and point of sale materials. Additional features include:

- Expanded recipe section allowing users to search by category or keyword and download high resolution photographs of selected recipes
- A brand new quarterly e-newsletter highlighting seasonal tips, recipes, and “mango inspiration delivered to your inbox”
- Mango photography and graphics in media-ready format
- Research updates on nutrition, consumer focus groups, crop forecasting, and category management

“Our new website is the ultimate source for mango information,” said Wendy McManus, Director of Marketing for the National Mango Board. “It has something for everyone. Even kids will find the site engaging with ‘The Great Mango Quiz’ and fun snack ideas.”

Mango lovers unite! Luscious, tropical flavor is just a click away: www.mango.org.

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About National Mango Board

The National Mango Board is a national promotion and research organization supported by production assessments from both domestic and imported mangos. Per-capita consumption of mangos nearly tripled since 1992 reaching 1.9 pounds in 2005. Official figures for 2006 have yet to be released, but the year's record crop is expected to push per-capita figures above 2.0 pounds. Mango imports to the United States in 2006 reached 638 million pounds. The board was designed to drive awareness and consumption of fresh mangos in the U.S. Mangos are an excellent source of vitamins A and C and a good source of fiber.

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