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**For Immediate Release**

## **Arctic® Apples Gives the Gift of Time and Convenience at Fresh Summit**

*Summerland, B.C., Canada* – Okanagan Specialty Fruits Inc.'s (OSF) recent attendance at the Produce Marketing Association's Fresh Summit tradeshow in Anaheim, California was a big success for the developers of nonbrowning Arctic® apples.



“We always enjoy attending Fresh Summit – it provides excellent networking opportunities, is the ideal platform to share the newest developments for our company, and demonstrates the many opportunities that Arctic apples offer to the produce industry,” says Neal Carter, President of OSF. “The just-picked flavor and fresh appearance of Arctic apple slices provide retail and foodservice the ability to utilize fresh-cut apples without sacrificing flavor, convenience and customer satisfaction. One of my favorite things is to watch people experience this firsthand.”

In addition to experiencing fresh Arctic apple slices with other ingredients from the booth's “Charcuterie Bar”, OSF offered attendees the chance to spin their prize wheel for a chance to win Arctic apple swag. The grand prize was a branded Apple watch, which was won by Cherylynn Hebison.

“Winning this Apple watch is amazing and I could not be more excited,” exclaimed Hebison. “Stopping by the Arctic booth at the Fresh Summit was not only informational, it was educational. Thank you so much, look forward to seeing you next year.”

OSF has just wrapped up harvest of its Arctic® Golden and Arctic® Granny varieties, which will soon become available in select retail locations in the U.S. and to foodservice customers.



*About Okanagan Specialty Fruits Inc.*

*Okanagan Specialty Fruits Inc. (OSF) is a dynamic biotechnology company based in Summerland, British Columbia, Canada. Founded in 1996, and acquired by Intrexon Corporation (NASDAQ: XON) as a wholly owned subsidiary in April 2015, OSF specializes in*

*developing tree fruit varieties with novel attributes that benefit fruit producers and consumers alike. For consumer information, visit [www.arcticapples.com](http://www.arcticapples.com); for information about the company and partnership opportunities, visit [www.okspecialtyfruits.com](http://www.okspecialtyfruits.com).*

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**FOR MORE INFORMATION, CONTACT:**

Denise Briggs

Communications Manager

(250) 404-0101

[media@okspecialtyfruits.com](mailto:media@okspecialtyfruits.com)