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**JOSE LUIS OBREGON RESIGNS FROM THE HASS AVOCADO BOARD TO HEAD FAMILY BUSINESS**  
*Board Begins Search for Replacement*

**IRVINE, Calif. (August 31, 2011)** – Jose Luis Obregon has resigned as the executive director of the Hass Avocado Board (HAB), which conducts generic avocado marketing for foreign and domestic suppliers. He will remain at HAB until October 31, 2011, to help complete projects currently in motion, as well as assist with planning for 2012.

“Jose Luis has played an important part in the growth of HAB and he will be missed,” said Jim Donovan, chairman of HAB, in a letter to board members. “His leadership through the development of HAB into an independent, marketing and research association has been very much appreciated.”

Beginning immediately, the board will start a search for Obregon’s replacement. The executive director plays a central role in the strategic direction, operation and management of HAB, while overseeing the ongoing development and implementation of its research and marketing programs. This person also serves as the liaison between HAB and the avocado industry worldwide.

Obregon joined HAB in 2005 as the first managing director of information technology, where he oversaw the creation of HAB’s state-of-the-art Network Marketing Center (NMC) and the organization’s intranet site, avoHQ.com. In 2007, he was promoted to executive director.

“I truly value the opportunities that HAB has presented to me during these six years, and I am grateful for all of the friendships forged within the avocado industry,” said Obregon. “I want to thank the board for their leadership and support through the years and I look forward to the new opportunities ahead.”

Beginning in November, Obregon will assume the position of President of IPR Fresh in Nogales, Ariz., where he will be partnering with his family.

**About the Hass Avocado Board**

The Hass Avocado Board was established in 2002 after approval by producers and importers of Hass avocados in a national referendum, and operates under the supervision of the United States Department of Agriculture (USDA). Both producers and importers are involved in the HAB, which covers fresh domestic and imported Hass avocados sold in the U.S. market.