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### **Mark Affleck Resigns as California Avocado Commission President and CEO**

Irvine, Calif. (May 16, 2008) – On May 15, 2008 the California Avocado Commission (CAC) Board of Directors accepted Mark Affleck’s resignation, effective immediately. Affleck has served as President and Chief Executive Officer of the Commission for the past 20 years and is leaving to pursue other interests.

“For the past two decades Mark’s visionary leadership has been instrumental in generating increased consumer demand for avocados. The avocado industry has benefited greatly from Mark’s strategic approach to marketing,” said Rick Shade, CAC’s Chairman of the Board.

In his letter of resignation, Affleck stated “I will be forever blessed by my walk with this great industry. Indeed, words cannot describe the deep level of gratitude I have for you all. Please know that I did everything in my being to represent you in the most powerful and professional way possible ... and to maximize your crop value.”

Shade announced the appointment of CAC Executive Tom Bellamore as Acting Chief Operating Officer. Bellamore has worked for the Commission for the past 14 years. CAC’s Executive Committee will work with an executive recruiting firm to conduct the search for CAC’s future President and CEO.

#### **About the California Avocado Commission**

*Based in Irvine, California, the California Avocado Commission was created in 1978 to develop markets for and increase consumption of California avocados on behalf of the state’s 6,000 avocado growers. The California Avocado Commission serves as the official information source for California avocados and the California avocado industry.*

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