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**SUNNY FRESH FOODS KICKS OFF 2004 CAPITAL CAMPAIGN FOR THE
MASON CITY ECONOMIC DEVELOPMENT CORPORATION**

MASON CITY – A \$7,000 investment made by Sunny Fresh Foods is one of the lead gifts for the annual fund-raising campaign of the Mason City Economic Development Corporation (MCEDC).

“We are proud to be serving as the honorary chair for the campaign,” says plant manager Daryl Berg. “Sunny Fresh clearly understands the impact of the Mason City Economic Development Corporation and we can honestly say that if the MCEDC were not as active and thriving as it is, we would not be here in Mason City.”

Sunny Fresh Foods announced in 1999 that they would locate the egg-processing facility in the community. Their initial investment was over \$15 million and they have since expanded the facility twice, adding another \$20 million in capital investment to the community. Currently employing nearly 60 people, the company has rapidly become an employer of choice in the community and receives multiple applications when they announce additional hiring.

“We see this gift as an investment rather than a donation,” says Berg. “Sunny Fresh hopes that its commitment to groups like the MCEDC will spur others to join in financially supporting the corporation and that additional development and new investment will be realized in what we feel is a vibrant area that is an exceptional place to operate a profitable operation.”

Sunny Fresh Foods is also a major supporter of several other groups in the community. They annually support the Mason City Chamber of Commerce Ag Breakfast as well the Community Kitchen of North Iowa and United Way, to name a few.

MCEDC development specialist, Ken Bales, who is leading the annual effort, praised Sunny Fresh Foods for their involvement. “It is very gratifying to see a company we helped secure a location in Mason City give back in such a big way. They have been an investor since their inception in Mason City and for that, we are truly grateful.”

Daryl Berg and Sunny Fresh Foods places itself in some very good company when it comes to being named the honorary chair of the MCEDC campaign. O. Jay Tomson, chairman of First Citizens National Bank led the campaign in 2003, and Jerry Currie, president of Curries/Graham a Division of Assa Abloy chaired the effort in 2002.

For more information on the campaign, please call Ken Bales at 641-423-5724.

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