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**LEADING WEST COAST INDOOR GREENS COMPANY PETE'S ANNOUNCES
GROUNDBREAKING FOR NEW GEORGIA FACILITY**

ATLANTA (June 28, 2021) – Pete's, the California-based produce company specializing in hydroponically grown living lettuce and cress varieties in addition to packaged salad varieties under the Greenhouse Fresh banner, announced today it is breaking ground on its new 24 acre facility in Peach County.

"This is far more than a simple groundbreaking for Pete's and marks our next step in helping to facilitate the transformation of traditional farming to greenhouse growing," said Brian Cook, Pete's CEO. "This transformation will allow us to provide the freshest produce to local communities all over the great state of Georgia, which we have been already doing in California for over 50 years."

The decision to open a hydroponic greenhouse in the Southeast was primarily driven by the company's broader purpose-driven mission, which is centered around initiatives that serve the greater good of people, the planet and their greens. Providing access to fresh, local, sustainable greens in areas that can easily reach heavily populated areas as well as areas where fresh greens may not be readily available is a top priority for the company.

The groundbreaking ceremony will take place on Wednesday, July 7 at 8:00AM at the Robins International Industrial Park located at 101 Leamington Blvd. Representatives from Peach County Government, the Chamber of Commerce and the Development Authority of Peach County including Commissioner Gary Black, Executive Director BJ Walker and Mayor Toms among other are expected to attend and speak.

Consisting of four varieties, Pete's Greenhouse Fresh will offer environmentally-conscious consumers in the Southeast a range of fresh and sustainable packaged salad varieties. In addition, Greenhouse Fresh packaging containers are made from 100% post-consumer recycled material, are 100% recyclable, and their flexible, resealable closures use less plastic and emit less CO2 than rigid plastic closures. Pete's is also partnering with 1% For The Planet, pledging 1% of Greenhouse Fresh sales to The Recycling Partnership in an effort to help improve the recycling system.

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About Pete's

Founded in 1970 under the name Hollandia Produce, **Pete's** is the California-based, employee-owned and operated leader in hydroponically grown living lettuce and cress, using up to 90% less water and land than traditional growers. Pete's people, products and philosophies exist within greenhouse walls. It's where they grow some of the highest quality, best-tasting greens available. It's where they provide protection from outside forces, resulting in clean, safe and reliable greens. The greenhouse has always been a trusted member of their family. And for over 50 years, it's been their home.