

For Immediate Release

Florida Crystals Corporation and Carbonfund.org Announce First and Only Carbonfree® Organic and Natural Sugars

West Palm Beach, Fla./Silver Spring, Md. – March 25, 2008 – Florida Crystals Corporation and Carbonfund.org today announce the launch of Florida Crystals® Carbonfree® Organic and Natural sugars, offering premium sweeteners to environmentally-conscious consumers who care about sustainability and eco-friendly practices.

Florida Crystals® Carbonfree® Organic and Natural sugar products are the first American sugar products certified Carbonfree® by Carbonfund.org.

The certification was earned after a rigorous life cycle assessment (LCA) performed by Europe's premier carbon management consultants, Edinburg Center for Carbon Management. They determined each product's complete carbon footprint by assessing the primary inputs of planting and growing the sugar cane, through the harvesting, milling and packaging processes, to the product's final delivery to store shelves. The Carbonfree® label indicates each product's carbon footprint was rendered neutral through greenhouse gas cutting measures, specifically, through Florida Crystals' production of renewable energy.

"Florida Crystals® certification is unique," said Luis Fernandez, Florida Crystals' Executive Vice President and Chief Financial Officer. "Unlike other manufacturers who rely on the purchase of carbon credits from third parties, we are able to provide our products' carbon neutrality through our own production of renewable electricity. We have a strong commitment to the environment and continue to invest in the expansion of our renewable energy program. We are proud to receive the Carbonfree® certification."

The Carbonfree® product certification entails four main steps:

- Determine the product's carbon footprint through a life cycle assessment (LCA)
- Displace the product's footprint through greenhouse gas reduction
- Certify and register the product as Carbonfree®
- Conduct annual review and recertification

Florida Crystals has been operating its renewable energy facility for a decade. It is the largest of its kind in North America and produces clean energy that powers its sugar operations and tens of thousands of homes. By generating renewable energy using sugar cane and wood waste instead of fossil fuels, Florida Crystals prevents hundreds of thousands of tons of CO₂ from entering the atmosphere each year. Florida Crystals also reduces foreign oil dependence by one million barrels per year.

"Carbonfree® certification and labeling is the next big trend in environmentally responsible living," Carbonfund.org Executive Director Eric Carlson said. "Florida Crystals is reducing greenhouse gas emissions and increasing awareness among

consumers of the impact their buying decisions have on the planet. We're very proud to work with Florida Crystals for a better environment."

A new study by Information Resources, Inc. (IRI) shows roughly half of all consumers now consider questions of sustainability in their purchasing decisions, with particular focus on the food and beverage industry.

Florida Crystals® Carbonfree® Organic and Natural sugar products are marketed by Domino Foods, Inc.

About Carbonfund.org

Carbonfund.org is the country's leading carbon reduction and offset organization, making it easy and affordable for individuals, businesses and organizations to reduce their climate impact. Carbon offsets enable individuals and businesses to reduce carbon dioxide emissions they are responsible for in their everyday lives by supporting high-quality verified renewable energy, energy efficiency and reforestation projects. Carbonfund.org works with over 600 corporate and non-profit partners including Discovery, Allstate, Volkswagen, Dell, Orbitz, Environmental Defense, and Lancôme.

About Florida Crystals

Florida Crystals is a leading domestic sugar producer and North America's first fully integrated cane sugar company guiding its sugar from the field to the table with Florida Crystals® natural and organic brands. Florida Crystals® is made from pure sun-sweetened sugar cane but it's "less refined" than traditional sugar, so it delivers a flavor that's unique and absolutely delicious. To learn more about our Carbonfree® certification and our earth-friendly practices, visit us at www.floridacrystals.com.

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