

FOR IMMEDIATE RELEASE

FRESH DIRECT PARTNERS WITH MAKERS OF MEMORIES FOUNDATION TO
RAISE MONEY FOR VICTIMS OF DOMESTIC VIOLENCE

December 5, 2007, New York, NY--Fresh Direct, New York's most popular online grocer, has partnered with Makers of Memories, a Manhattan-based foundation, to raise money for women and children who are victims of domestic abuse. In a special holiday promotion announced today, Fresh Direct customers will be invited to make a \$3 donation to Makers of Memories at checkout. All monies raised will go directly into funding family vacations for battered women and their children so they can "make memories" that will serve as valuable building blocks in getting their lives back on track.

Makers of Memories (MOM) is a non-profit foundation that provides women and children who are victims of domestic violence with the empowerment, inspiration and pride they so desperately need. In partnership with corporate sponsors like Carnival Cruise Lines, MOM sends these women and children on unforgettable family vacations in an effort to help them rebuild their hopes and dreams for the future. With every \$250 raised, MOM can send another child on a life-changing trip. Past MOM vacations have benefited women and children throughout the tri-state area, from shelters such as Strengthen Our Sisters (Wanaque, NJ), Prudence Crandell (New Britain, CT) and Henry Street Settlement (New York, NY). For more details visit www.makersofmemories.org.

Founded in 1999, FreshDirect is one of the nation's leading online meals and fresh food manufacturing and delivery services. FreshDirect is setting a new standard for fresh food production and distribution by offering unparalleled quality, product customization, and value pricing from its state-of-the-art kitchen facility in Long Island City. The company is expanding rapidly and currently serves most of Manhattan and locations in Queens, Brooklyn, and the Bronx, as well as parts of New Jersey, Westchester, and Nassau County. The company's vision is to change consumers' lives by providing the ultimate shopping experience for impossibly fresh food and meal solutions. The company currently has over 250,000 customers and has fulfilled over 6 million orders since opening for business in September 2002. Additional information can be found at www.freshdirect.com.

