

## Harvard Club Investor Group Takes a Fresh Look at Organics

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Company presents to elite New York analyst and investor group, announces second meeting in Philadelphia

Organic Alliance, Inc., a worldwide organic ingredient trading company, (Pink Sheets: ORGC) led by Tom Morrison, CEO presented to analysts and investors at the storied Harvard Club in Manhattan, New York. Tom Morrison presented the company's vision and plan to become one of the world's leading providers of USDA organic crops.

Dana Bruno, Managing Director, DTB Capital Management Group asked a question about organic sales rates versus conventional products. Morrison cited the most recent study appearing in the weekly trade journal Supermarket News which stated current year organic product sales are up 8% and enjoying continued growth despite a tight dollar and a decrease in consumer spending. Morrison went on to say that organic products now make up over 3% of all food commodity volume in the US marketplace.

John F. O'Dea, Chairman, EastGate Financial, Inc. asked if there was a dilution of organic food product, given the growing number of organic brands and line extensions. Morrison stated there were indeed a growing number of major new organic brands appearing at all major consumer goods firms, and that he expected the category to continue to show strong growth. Morrison said, "I expect to see some excellent marketing programs from world class firms such as Kraft, Unilever and Sara Lee grow the category at an even faster pace with less dilution -- I see an overall strengthening of the organic category."

Mr. Tom Morrison will give an investor presentation at the Four Seasons in Philadelphia on Monday, July 21.

Organic Alliance intends to become one of the world's leading providers of USDA certified organic crops to many of the country's leading consumer package goods manufacturers, food processors, grocery, and retail restaurant chains. Organic Alliance sources top quality, safe tested and certified organic at the source -- prior to customer shipment utilizing USDA certification in conjunction with the in-house OAI Quality Team. Company CEO Tom Morrison was CEO of Superior Farming, formerly one of the largest corporate farms and organic farming operations in the world before being acquired by Sun World International and later Black Diamond Capital Management. Organic Alliance plans to open its Bakersfield, CA sales and marketing office in August 2008.

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