

PRESS RELEASE

BASIS™ ANNOUNCES EXPANSION OF FARM TO CHEF™ LOCAL FOOD DISTRIBUTION SERVICE

Basis takes over operations of Farm to Chef, Inc.

NEW YORK, New York – April 16, 2009 – Basis today announced it will be taking over and expanding operations of Farm to Chef, a local food distribution business based in Washington County, New York.

“We are pleased to have found a team of passionate entrepreneurs who will continue the work of Farm to Chef in bringing good food from local farmers and artisan producers to the marketplace of New York City,” said Mary Cleaver, co-founder of Farm to Chef and owner of The Cleaver Company, a full-service catering business and The Green Table restaurant in Manhattan’s Chelsea Market. “They will be expanding the scope of the business to include retail sales, thereby connecting more of us with the mission to support local farmers. It’s my belief that how you spend your money is how you change the world.”

Farm to Chef began in 2004 as a program of Cornell Cooperative Extension funded by a grant from the New York State Department of Agriculture & Markets. In 2006 the program transitioned to a New York corporation with a board of directors comprising farmers, chefs and others committed to promoting local agriculture. Farm to Chef markets the products of participating farmers to participating chefs. With one call, email, or visit to the Farm to Chef website, wholesale customers can order products from many different local farms. Farm to Chef coordinates the orders and delivers directly to New York area restaurants, institutions, and retailers.

“We are excited to take Farm to Chef to the next level, by investing in the business and expanding service with new routes and more frequent deliveries to better support farmers and the people who want convenient and affordable access to good food that is traditional, localized and 100% traceable,” said Bion Bartning, founder and chief executive officer of Basis. “Farm to Chef’s commitment to making it easier for wholesale customers to buy directly from small and mid-size farmers is very much in line with the Basis mission of good food for all.”

About Basis

Founded in 2008 in New York City, Basis is a mission-driven company committed to good food for all. We are passionate about good food that is traditional, localized, and 100% traceable. We partner with farmers and local communities to sell good food at affordable prices. Basis is launching a new chain of small-format retail food stores, starting in New York City that will only sell good food. No toilet paper. No Twinkies. Just good food from good producers. Basis also offers delivery, storage, and marketing services for farmers interested in selling their products directly to wholesale customers, including the 20,000+ restaurants in New York City.

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