

FOR IMMEDIATE RELEASE

Media Contact:
Tracy Rubin
Verse Communications
(818) 981-3023
tracy@verseinc.com

THE FRUITGUYS NAMED TOP SMALL COMPANY WORKPLACE BY INC. MAGAZINE

SAN FRANCISCO, CA (June 3, 2011) - [The FruitGuys](#), the industry leader in providing farm-fresh fruit to the American workplace and homes nationwide, today announced that *Inc.* magazine and Winning Workplaces has named them a top small company workplace in the 2011 Top Small Company Workplaces competition - an annual contest that recognizes the nation's best small and mid-sized company work environments.

The 50 winners featured in *Inc.* magazines' June issue represent a diverse array of organizations featuring such industries as technology, automotive, audio and home repair. Every year since 2003, Winning Workplaces, a nonprofit organization that provides consulting, training and information to help small and midsize organizations create great workplaces has recognized those firms that attribute much of their business success to their commitment to exemplary people practices and outstanding workplace cultures.

"These firms represent some of the finest privately held companies in the world," states Bob LaPointe, president of *Inc.* "Their stories, appearing in the June issue of *Inc.*, clearly demonstrate that taking an innovative approach to creating the right culture—one in which human capital is embedded in a company's value proposition—can create *real* competitive leadership. Each of these Top Small Company Workplaces offers an environment in which people flourish and, as a result, profit follows."

A national panel of experts in leadership and small to mid-sized business judged the finalists. Selections were based on specific metrics and qualitative assessments of the finalists' success in creating the kind of workplaces that engage employees and deliver bottom-line results.

"Creating a nurturing and positive work environment is a core tenet of our business, and we are thrilled to be recognized for our efforts," stated Chris Mittelstaedt, founder and chief executive officer, The FruitGuys. "This honor is a testament to our team who work tirelessly to make a better workplace for The FruitGuys and our clients' workplaces nationwide."

The FruitGuys is a service that provides seasonal fresh farm fruit to thousands of businesses nationwide, allowing companies with a concern for employee wellness to offer a healthy food alternative to vending machines, and to support small farmers and sustainable farming practices. As part of its community outreach, The FruitGuys donates thousands of pieces of fruit to food banks, not-for-profits, regional food pantries, and to programs for families in need with its Donate-A-Crate Program.

For more information on The FruitGuys please visit www.fruitguys.com.

About The FruitGuys

The FruitGuys is the industry leader in providing farm-fresh produce to the American workplace. Founded in 1998 and headquartered in San Francisco, The FruitGuys has pioneered this fast-growing category that provides viable solutions to the ever-challenging workplace health crisis. The company was founded on the premise that bringing healthy brain food to the office can boost productivity, improve wellness and help companies improve their bottom lines.

For more information please call 1-877-FRUIT-ME or visit www.fruitguys.com.

About *Inc.* Magazine

Founded in 1979 and acquired in 2005 by Mansueto Ventures, *Inc.* magazine (www.inc.com) is the only major business magazine dedicated exclusively to owners and managers of growing private companies that delivers real solutions for today's innovative company builders. With a total paid circulation of 708,450, *Inc.* provides hands-on tools and market-tested strategies for managing people, finances, sales, marketing and technology.

About Winning Workplaces

Winning Workplaces (www.winningworkplaces.org) is an Evanston, IL-based not-for-profit, whose mission is to help the leaders of small and mid-sized organizations create great workplaces. Founded in 2001, Winning Workplaces serves as a clearinghouse of information on workplace best practices, provides seminars and workshops on workplace-related topics and inspires and awards top workplaces through its annual Top Small Company Workplaces initiative.