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Contact: Lisa Weidman

Phone: (503) 883-4433 or 1.866.363.4433 (toll-free)

Email: lweidman@creativeco.com

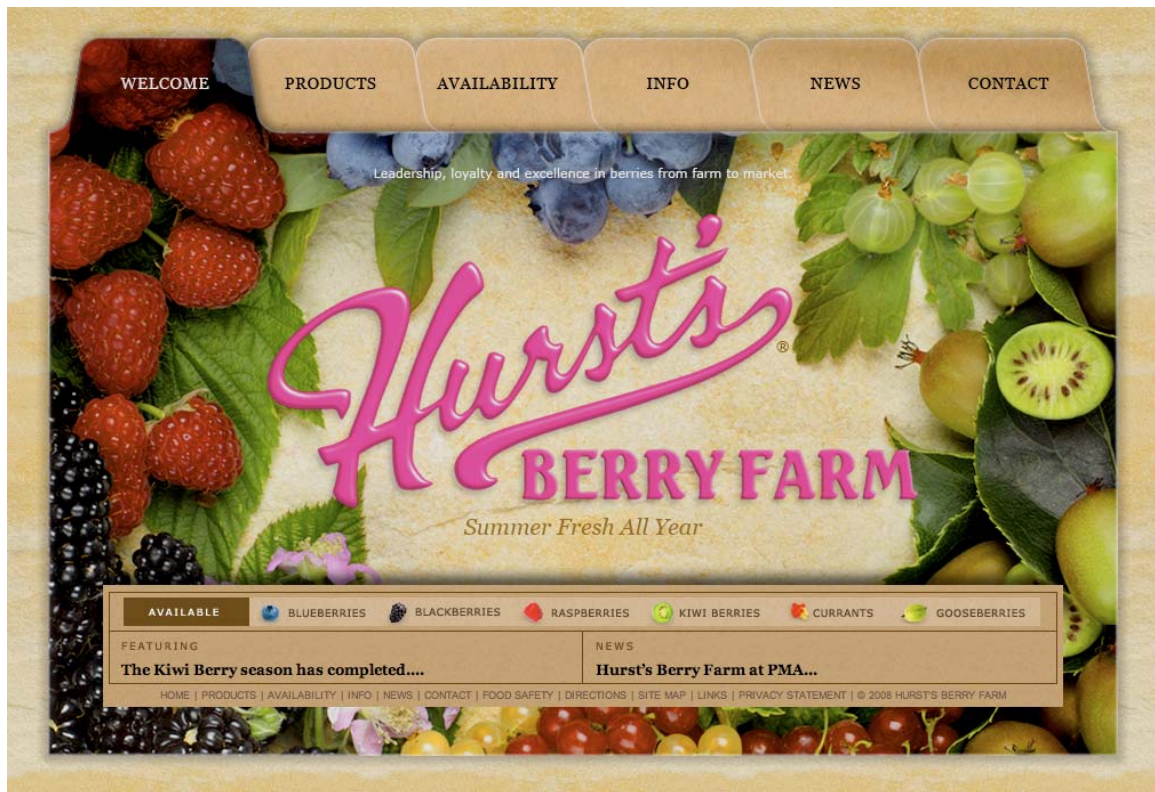
Web: www.creativeco.com

Creative Company completes Web site for Hurst's Berry Farm

New site emphasizes fresh berries

MCMINNVILLE, OR: Creative Company, Inc. of McMinnville, Ore., recently completed development of a new Web site for Hurst's Berry Farm of Sheridan, Ore.

(www.hursts-berry.com). Hurst's Berry Farm is the leading shipper of fresh berries in the Northwest, growing and distributing a variety of fresh berries to grocery stores across the U.S.





The Hurst's Berry Farm management team engaged Creative Company to develop a dynamic and visually appealing Web site that would match the look of the company's sales literature. Another important objective was to develop a site that would be easy for Hurst's Berry Farm staff to update. Creative Company, led by Director of Creative Services Steve Donatelli, developed a clean look for the site that incorporates beautiful images of fresh raspberries, blueberries, blackberries and more. The creative team defined an at-a-glance navigation system that uses a file-folder tab metaphor to emulate the tabbed brochure format.

The site provides product information, such as the seasonal availability of each type of berry, along with news updates and information about the family-owned company. The site also offers recipes and information on the health benefits of each berry. Visitors to the site generally include brokers, retailers and other buyers of fresh berries.

Stephen Bjorlin, who handles sales and logistics for Hurst's Berry Farm, said that the new site helps to answer a lot of common customer questions, and the luscious photos help to sell the berries. "We're getting very positive feedback," said Bjorlin, "and everyone here is happy with the site. We're just now starting to direct customers to it and learning how to incorporate it into our sales process."

Now that the new site is up and running, Bjorlin is considering adding a blog to the site. The blog would lend a personal touch and allow for more frequent updates. Bjorlin said he sees value in discussing what's happening with the crop, what's interesting about different berries and what the growing season is like at each of the Hurst farm sites.

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About Hurst's Berry Farm

For more than 20 years the Hurst family business has provided customers with premium-quality fresh berries. Today Hurst's Berry Farm is the leading fresh-berry shipper in the Northwest, delivering fresh berries throughout the year. Hurst's Berry Farm is committed to food safety, strong relationships with its growers and keeping its promises to customers.

About Creative Company

Established in 1978 in Salem, Ore., Creative Company relocated to McMinnville in 2001 and celebrated its 30th anniversary in 2008. Since 1978, Creative Company's work in marketing and branding has achieved exceptional results for food and beverage producers and wholesalers, as well as financial services companies, professional services firms, colleges and universities, and manufacturing companies in the Northwest and beyond. Clients include Oregon Cherry Growers, McTavish Shortbread, Schreiner's Iris Gardens, Linfield College, and Forest Grove Lumber. Creative Company advances businesses and organizations through strategic thinking and comprehensive brand programs.

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