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**SWEETEN THE HOLIDAY SEASON WITH FESTIVE
BOUQUETS OF FRUIT FROM EDIBLE ARRANGEMENTS®**

*Edible Arrangements® Bouquets Offer Special Gifts and Seasonal Décor
Perfect for Holiday Merrymaking*

WALLINGFORD, Conn. – November 16, 2009 – Edible Arrangements, the pioneer and leader in artistically designed fresh-fruit displays and chocolate-dipped fruit, has designed the perfect solution for perplexed holiday gift-givers and party planners. From snowmen and sleighs to majestic Stars of David and New Year’s count-down fun, holiday-themed bouquets of fruit offer dazzling centerpieces and tempting seasonal gifts that no one can resist.

“Edible Arrangements offers a wide variety of unique fresh fruit arrangements that deliver a smile with every bouquet,” said Steve Thomas, Vice President of Marketing for Edible Arrangements. “Whether you want to sweeten your holiday centerpiece or send a special gift that will be remembered long after the holidays, our whimsical and elegant arrangements are not only beautiful, but delicious too.”

The featured holiday arrangements include:

THANKSGIVING

- **Fruit Festival® with Cinnamon Chocolate Apple Wedges** – Set the stage for an unforgettable autumn meal with a deliciously designed centerpiece bursting with fruits and flavors of the harvest season. The Fruit Festival arrangement features a combination of fresh strawberries, oranges, cantaloupe, honeydew, grapes and pineapple daisies all arranged with apple wedges hand-dipped in gourmet chocolate and cinnamon (\$83, \$99, \$120).
- **Delicious Fruit Design® Ceramic Pumpkin Keepsake** – Give thanks in style with a beautiful pumpkin ceramic keepsake container blossoming with a mouthwatering selection of juicy strawberries, oranges, cantaloupe, honeydew, grapes and our signature pineapple daisies (\$64, \$74).

HANUKKAH

- **Hanukkah Celebration™** – Bring the twinkling stars of Hanukkah to your table centerpieces with this seasonal selection of strawberries, cantaloupe, honeydew and grapes. The Hanukkah Celebration arrangement is topped off with golden pineapple daisies and Stars of David (\$57).
- **Hanukkah Party™** – Celebrate the Festival of Lights with a festival of fruit! This extraordinary selection of fruit boasts fresh strawberries, cantaloupe, honeydew, and grapes all sprinkled with pineapple daisies and Stars of David (\$89, \$109, \$139, \$179, \$209).

CHRISTMAS

- **Delicious Fruit Design® Ceramic Snowman Keepsake** – Add a touch of holiday cheer to your seasonal parties with an arrangement of strawberries, grapes, cantaloupe, honeydew and pineapple daisies all arranged in a jolly ceramic snowman keepsake container that is sure to spread holiday joy for years to come (\$65, \$75).
- **Starry Sleighride™ with Dipped Pineapple** – Whether you're looking to dress your holiday table or give a special gift, the Starry Sleighride will capture the magic of the season with a bountiful selection of strawberries, cantaloupe, honeydew and grapes. Pineapple stars and daisies are hand-dipped in gourmet chocolate (\$87).

NEW YEAR'S

- **Delicious Party® with Edible Numbers** – Ring in the New Year with a dazzling display of delicious fresh fruit! Overflowing with sweet strawberries, cantaloupe, honeydew, grapes and pineapple daisies, the Delicious Party arrangement is complete with numbered pineapple cutouts celebrating the year to come (\$98, \$118, \$148, \$188, \$218).

Each Edible Arrangements product is made-to-order to assure freshness; no preservatives or sweeteners are ever used. The artistically designed fruit bouquets are arranged in a reusable designer container and delivered fresh nationwide or available for pick-up at one of more than 800 Edible Arrangements locations nationwide.

Ordering Edible Arrangements is a quick, simple and delicious solution for holiday gifting and entertaining needs. Assortments are available via a toll-free number at 1-877-DOFRUIT, or online at

www.EdibleArrangements.com.

About Edible Arrangements

Edible Arrangements International, Inc., is the leading purveyor of delicious, high quality, artistically designed fresh fruit arrangements that are a practical and healthy gift perfect for every gift-giving occasion. Founded in 1999 in East Haven, Conn. by Tariq Farid, Edible Arrangements earned the 27th spot on Entrepreneur Magazine's 2008 Hot 100 list of Fastest-Growing Businesses in America. With more than 870 operating locations worldwide, Edible Arrangements is rapidly expanding franchises across the United States, Canada, Puerto Rico, the United Kingdom, Dubai and throughout the United Arab Emirates. Customers may order arrangements by telephone 1-877-DO-FRUIT, at one of the company's retail stores, or on-line at www.EdibleArrangements.com.

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