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**For Immediate Release**

**Avocados: The Green Passion Lasts Far Beyond Cinco de Mayo**

WESTPORT, CT, (May 13, 2010)—For all the popularity of avocados among consumers, the challenge of their rapid browning after slicing has proven to be an obstacle for foodservice operators. Avocados are a delicate fruit with an exquisite, silky-smooth texture. Different from apples, pears and other produce that have a firmer pulp, avocados require special treatment to maintain their texture and prevent browning.

NatureSeal for foodservice protects fresh-cut avocados from color, flavor and texture changes for up to 3 days (up to 7 with guacamole recipe). These vitamin/mineral blends may be applied as a dip or as a spray, and can even be added to guacamole. NatureSeal is sulfite- and allergen-free, and does not leave an aftertaste or contain genetically modified organisms (GMOs).

Consumers are demanding healthier, yet at the same time, more convenient choices in their diets. Health and convenience do not have to be mutually exclusive—sliced or bite-sized fruit and vegetables are hugely popular. Avocados rank high in phytochemicals and nutrients such as lutein, vitamin E, potassium, fiber, magnesium, folate and monounsaturated fats, making them a natural choice for the health-conscious consumer.

Avocados are a popular menu item today, ranging from salads to sandwiches to fancy buffets. Served as a main dish, side dish, or a garnish, avocados offer a vast variety of options, now that the quality can be maintained after cutting. As the demand for the green fruit increases, maintaining its freshness when cut is an essential part of its success.

**About NatureSeal**

NatureSeal, Inc. is a subsidiary of Mantrose-Haeuser Co., Inc., is a world leader in edible film coatings for the pharmaceutical, confectionery and agricultural industries headquartered in Westport, Connecticut. Founded more than 100 years ago, Mantrose-Haeuser is a subsidiary of RPM Inc.; a specialty coatings company traded on the New York Stock Exchange under the symbol RPM.