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News Release

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National TV Broadcast: Oprah Star Recommends Eating Grapes from California

FRESNO, California – As grapes from California began arriving at stores around the country, millions of viewers watched one of the country's top health and fitness experts, live from the produce department of a grocery store, talk about how California grapes are in season and a natural part of a healthful diet.

Bob Greene, the trainer for celebrity Oprah Winfrey, appeared live by satellite on major television stations in the United States on June 5, talking about the importance of eating fresh local produce and how well California grapes fit into his Best Life Diet.

"Bob Greene is a popular personality and a respected expert on healthful living," said Jim Howard, the vice president of the California Table Grape Commission. "Having him announce the start of California's fresh grape season reached millions of consumers."

During the satellite transmission, Greene was next to a table filled with California grapes, healthful grape recipes and snack ideas with a *Grapes From California* banner in the background. Local TV hosts interacted with Greene talking about his diet, healthy living and how California grapes are a natural choice. Additionally, taped versions of Greene's appearance have been airing since the live broadcast on a range of network and cable stations across the country.

California grape recipes are also featured in his new, popular *Best Life Diet Cookbook* and on his Best Life Diet website. Video footage of this year's satellite media tour and a recent TV appearance with Bob Greene promoting California grapes can be viewed on the commission's website at grapesfromcalifornia.com.

The California Table Grape Commission was created by the California legislature in 1967 to increase worldwide demand for fresh California grapes through a variety of research and promotional programs. More information can be found at grapesfromcalifornia.com.

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