

Chiquita to sponsor PGA tournament in Maineville

Business Courier of Cincinnati

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Chiquita Brands

International Inc. will be the presenting sponsor for a new PGA tournament to take place at TPC River's Bend in Maineville.

The Chiquita Classic, from July 12-18, will feature 156 professional golfers competing for a \$550,000 purse, according to a news release. A Pro-Am tournament is also scheduled for July 14 at



TPC River's Bend.

Proceeds from the tournament will benefit area charities, including the Juvenile Diabetes Foundation, the First Tee and the Anthony Munoz Foundation.

"The Chiquita Classic will be a great platform through which Chiquita can help generate funds for charities locally and build the Chiquita brand internationally via television distribution of the event around the globe," said Bill Calfee, nationwide tour president, in the release.

The Chiquita Classic, one of 29 tournaments on the PGA's 2010 tour, will be broadcast on the Golf Channel. Dublin, Ohio-based **HNS Sports Group** will operate the tournament.

Chiquita also announced Friday that its Fresh Express packaged salads unit will be the title sponsor for another PGA tour event, the Fresh Express Classic, scheduled for April 12-18 at TPC Stonebrae in Hayward, Calif.

Chiquita (NYSE: CQB), headquartered in Cincinnati, is a marketer and distributor of fresh and packaged produce in Europe and North America.