

Guelph, ON, May 31, 2007

Jamie Cooney announced as new CEO at Rowe Farm Meats

Rowe Farm Meats and Investeco Capital are very pleased to announce that Jamie Cooney will be starting as the full time CEO of Rowe Farm Meats effective June 1, 2007. Jamie has 14 years experience working for Loblaw Companies and was instrumental in the exponential growth in its Natural Foods business between 2001 and 2007. "Jamie is very well respected in Canada's organic and natural food industry and has tremendous insights into this evolving consumer segment. Jamie also comes with a wealth of experience in the retail sector which will be a major focus for Rowe Farm Meats going forward" says Michael Curry, Managing Partner of Investeco Capital.

Jamie will become a shareholder of Rowe Farm Meats and will lead the company's growth plans including spearheading an ambitious retail strategy for natural meat in Ontario.

Rowe Farm Meats will continue to bring more farmers onboard to help supply the growing demand for its products and to be a leader in selling the benefits of natural meat to the consumer.

Company Founder John Rowe stated: "I started this business 30 years ago to promote the benefits of naturally raised meat, and at the time it was considered to be a novel idea. Today, more and more consumers are turning on to the benefits, and the company is well poised to grow. We wanted a CEO who could spearhead this growth, and in Jamie I feel we have the right person for the job."

Since 1972, Rowe Farm Meats has been a leader in providing meat products raised without the use of antibiotics, growth promoting hormones, or animal based feeds. The company has grown to become a major supplier of antibiotic free chicken, pork, beef, lamb, turkey and eggs, all sourced from local Ontario farms.

Rowe Farm Meats are available at Whole Foods, Organic Garage, Fortinos and leading Natural Food stores in Ontario.

For further information on Rowe Farm Meats contact jamie.cooney@rogers.com
For more information on Investeco Capital contact Michael Curry at (416) 304-1750 ext. 333 or visit www.investeco.com .