



1509 N. Seton, Mesa, Arizona, 85205, (480) 254-5369, Fax (480) 830-7513

Contact Information:

Eric C. Elsberry
Chief Executive Officer
Arizona Vanilla Company
1509 North Seton
Mesa, Arizona 85205
Fax: 480-830-7513
e-Mail: eric@arizonavanilla.com
Web: www.arizonavanilla.com

Contact Information:

Karla Ornelas
Director of Sales/Marketing
Gaya Vai-Mex, SA de CV
Parque de Asturias, #3
Herradura, Huixquilucan 52786
Mexico
e-Mail: karlaornelas@gayavaimex.com
Web: www.gayavaimex.com

Arizona Vanilla Company becomes distributor for Gaya Vai-Mex, SA de CV

-- Arizona Vanilla and Gaya Vai-Mex have inked a distribution agreement.

Mesa, Arizona, April 11, 2006 – Arizona Vanilla Company, LLC, minority/women owned, dynamic online retailer and distributor of high-end specialty seasonings, and Gaya Vai-Mex, SA de CV, one of the largest Mexican vanilla producers have reached an agreement for Arizona Vanilla to distribute Gaya vanilla beans and vanilla extract in the United States.

Gaya was founded in 1873 and is currently owned and managed by the fourth generation of the Gaya family. Aldo Gaya and his sister, Norma Gaya, run the family business that oversees all aspects of vanilla production. They own their own plantations, curing facilities and vanilla extract production plants. All Gaya products are certified as Kosher Pareve, and their vanilla beans are additionally certified as Organic.

Arizona Vanilla will distribute Gaya Mexican vanilla beans at the retail and wholesale levels. Arizona Vanilla will additionally be introducing the Gaya brand of Pure Vanilla Extract into the national retail stores, as well as wholesale and retail bakery operations.

“This is a fabulous opportunity for Arizona Vanilla to move onto the national stage,” states Eric Elsberry, CEO of Arizona Vanilla Company. “With the addition of the Gaya product line, we are excited to move into the retail space and offer these exceptional products to the US marketplace.” “We are excited to have Arizona Vanilla Company distribute our products in the United States,” says Karla Ornelas, Director of



Sales/Marketing for Gaya. "They have our total support and confidence. The combination of Arizona Vanilla and Gaya will make a great team!"

The combination of Arizona Vanilla Company and Gaya Vai-Mex is sure to make large inroads into the US market place in both the retail grocery segment, as well as into the retail/wholesale bakery segments.

About Arizona Vanilla Company

Arizona Vanilla Company is a rapidly growing online distributor of bulk and processed vanilla products including the Madagascar, Mexican, Tahitian, and Bourbon vanilla varieties. Arizona Vanilla Company works directly with vanilla growers to ensure the highest quality and freshest products are delivered to their wholesale and retail customers. The company also offers a select variety of specialty seasonings and products. For more information on the Arizona Vanilla Company and their products, visit them online at **www.arizonavanilla.com**.

About Gaya Vai-Mex, SA de CV

Gaya Vai-Mex is a local enterprise that sustains its base in the conservation and promotion of the Mexican vanilla grown in the region of Totonacapan in the state of Veracruz. Their expanding organization is strongly committed to the vanilla industry, involved in the important production activity of the area and deeply rooted among the fieldworkers of Totonacapan (the area of Northern Veracruz on the Gulf of Mexico coast). This commitment implies the rebirth of vanilla cultivation in the region and as a consequence, it consolidates a centuries old productive chain of which Gaya Vai-Mex is a fundamental link because of its support and promotion for their work. The entire Gaya Vai-Mex products are kosher certified and are bottled with exclusive vanilla of the highest quality. For more information on Gaya Vai-Mex and their products, visit them online at **www.gayavaimex.com**