



August 18, 2006

**FOR IMMEDIATE RELEASE**  
**Contact: Kraig Kayser, CEO**  
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**PRESS RELEASE**

Seneca Foods Corporation today announced that it has completed its previously announced acquisition of 100% of the membership interests of Signature Fruit Company, LLC. Kraig Kayser, Chief Executive Officer, stated, "Seneca is excited to be adding a full line of canned fruits to our product offerings." The purchase price was \$20 million in cash, \$25 million in Seneca Convertible Preferred Stock, and the assumption of certain liabilities.

Seneca Foods Corporation is primarily a vegetable and fruit processing company with manufacturing facilities located throughout the United States. Its products are sold under the Libby's®, Aunt Nellie's Farm Kitchen®, Stokely's®, READ®, and Seneca® labels as well as through the private label and industrial markets. In addition, under an alliance with General Mills Operations, Inc., a successor to the Pillsbury Company and a subsidiary of General Mills, Inc., Seneca produces canned and frozen vegetables, which are sold by General Mills Operations, Inc. under the Green Giant® label. Seneca's common stock is traded on the Nasdaq National Stock Market under the symbols "SENEA" and "SENEB".

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