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Let's Get Juiced! Limoneira and The Intercollegiate Tennis Association Celebrate Their Partnership on National Lemon Juice Day

SANTA PAULA, Calif.--(BUSINESS WIRE)-- Limoneira Company (NASDAQ: LMNR), a leading agribusiness with prime agricultural land and operations, real estate and water rights in California are announcing their partnership with the Intercollegiate Tennis Association (ITA) today in honor of National Lemon Juice Day, whereby Limoneira will serve as the national sponsor of the ITA Community Service Month.

The ITA represents over 1,700 teams across the country from all three NCAA Divisions, as well as the NAIA and Junior and Community Colleges. The ITA oversees activities involving over 15,000 varsity college student-athletes.

"We're thrilled with our partnership with the ITA," said Limoneira CEO, Harold Edwards, who also serves on the ITA Board of Directors. "Our company strives to promote health. Tennis with its aerobic movements burns fat, increases one's heart rate and promotes higher energy levels. Lemon juice in water is one of the healthiest items that an athlete, or anyone for that matter, can consume. It provides an excellent source of Vitamin C, can naturally balance our bodies Ph levels, and help us stay hydrated."

"Furthermore, service to the community is an important Limoneira principle. Supporting the ITA's efforts in this regard is a no-brainer."

"On behalf of the ITA, we want to thank Harold and Limoneira for this wonderful partnership, which we believe will reap numerous benefits through the years," said ITA CEO Timothy Russell. "I often talk about finding companies that share a vision match with the ITA, and I certainly believe that the principles and standards that have guided Limoneira to great success, align with our goals at the ITA, which are to serve college tennis and return the leaders of tomorrow. We're excited about this collaboration."

Taking place during the month of October, the ITA Community Service Month encourages teams across all five divisions of collegiate tennis to get out and volunteer their time in their respective communities.

"A great measure of the success of our ITA tennis programs is that they are fully embedded in the lives of their campuses and in their community," added Russell. "The ITA Community Service Month will represent the totality of the body of work of all of our ITA programs combined in giving back as true leaders."

During October, the ITA will promote its student-athletes and their service outside of the tennis court. Teams will upload their best photos and videos of their community service projects to indi.com, a site developed by ITA Board member, Neel Grover. All content on the ITA indi.com page (<http://indi.com/itachallenges/communityservice>) will share ITA and Limoneira branding.

Institutions across all five divisions of college tennis will be recognized for their community service while the ITA tabulates total hours and number of participants for all of college tennis. Each participating school will receive a certificate of participation following the competition, and have an opportunity to win prizes and be a part of the extensive media coverage that month.

About Limoneira Company

Limoneira Company, a 124-year-old international agribusiness headquartered in Santa Paula, California, has grown to become one of the premier integrated agribusinesses in the world. Limoneira (pronounced lē mon'âra) is a dedicated sustainability company with 11,200 acres of rich agricultural lands, real estate properties, and water rights in California, Arizona, and Chile. The Company is a leading producer of lemons, avocados, oranges, specialty citrus and other crops that are enjoyed throughout the world. For more about Limoneira Company, visit www.limoneira.com.

About the Intercollegiate Tennis Association

The Intercollegiate Tennis Association (ITA), is committed to serving college tennis and returning the leaders of tomorrow. As the governing body of college tennis, the ITA oversees men's and women's varsity tennis at NCAA Divisions I, II and III,

NAIA and Junior/Community College divisions. The ITA administers a comprehensive awards and rankings program for men's and women's varsity players, coaches and teams in all divisions, providing recognition for their accomplishments on and off the court. For more information on the ITA, visit the ITA website at www.itatennis.com, like the ITA on Facebook or follow @Tautening on Twitter and Instagram.

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