

SALATA FARMS is featured on BBC growing fresh produce and expanding in the desert

DUBAI, UAE, February 22, 2009: Salata Farms FZCO, (Salata) a Ras al-Khaimah, UAE based company was featured today on BBC Television's Middle East Business Report.

Salata is the first company in the MENA region to use state of the art Swiss-German automated hydroponics technology producing a broad range of salads, vegetables, berries, herbs, and fruits, some of which have never been grown locally.

Salata's CEO, Mr. Thomas Schwarz commented on Salata's innovative success, "The Salata brand stands for European, organic level quality of fresh foods grown in the deserts of the Middle East. For too long, consumers have had to pay too much by relying on European imports while compromising on freshness due to time consuming and costly airfreight. By producing locally at the point of demand, Salata achieves higher quality freshness at far lower costs." Mr. Schwarz further added, "Our hydroponics system now allows consumers to enjoy consistent, natural quality year-round, including rare, out of season produce."

Salata's team of agronomists ensure quality control across the entire supply chain including growing seedlings through its in-house nursery, testing water quality lab, storing, cleaning, and packing before the products are shipped daily for final consumption. Salata's system is natural and environmentally suitable for the desert, recycling scarce water while utilizing less land and labor.

Commenting on the rationale behind investing in Salata, the CEO of Siraj Capital, Mr. Ibrahim Mardam-Bey said, "Food security is a national issue for MENA governments as they grapple with the basic needs of a growing population. Salata's desert agriculture business model is an alternative to acquiring agricultural land in foreign countries in order to secure the MENA region's food supplies. We are proud of Salata's achievements because it is playing a critical role in building the MENA region's local industry and trade."

The featured program is accessible online at <http://www.youtube.com/mebrben> titled "BBC Middle East Business Report: Riding the Recession."

For more information on Salata, please visit www.salatafarms.com

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About Siraj Capital

Siraj Capital Ltd: SIRAJ) is an investment management group specialized in developing, and sponsoring innovative investment classes through funds, vehicles, and investment opportunities in the GCC and MENA. SIRAJ is regulated in Jersey (UK), DIFC/DFSA (Dubai), and has offices in the UAE and Saudi Arabia. www.sirajcapital.com

About Salata

Salata is a brand that stands for organic-level, European, quality of fresh foods grown locally in the deserts of the Middle East. Salata offers a variety of salads including baby pak choi, mizuna, frizze, lollo rosso, iceberg, and romaine. Other products include sweet corn, broccoli, cauliflower, mint parsley, coriander, basil, cucumber, beef, cherry and bunched tomatoes, green, yellow, and red capsicum. Future products include the first of its kind for the Middle East such as strawberry, raspberry, blackberry, blueberry, red currant, peach, nectarine, and apricot. Others include cherry, various grapes, snow peas, various beans, zucchini, eggplant, squash, radicchio rosso, baby leaf, mizuna, mesclin, rucicola, endive, and asparagus. Salata. Live Fresh. Live Green.