

**FRUTAROM**  
**FOURTH QUARTER AND ANNUAL 2010 RESULTS RELEASE**  
**SCHEDULED FOR THURSDAY, MARCH 24, 2011**

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*Conference Call Scheduled for Thursday March 24, 2010 at 2:00pm UK time, 10:00am EDT*  
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**TEL AVIV, Israel – March 16, 2011** – Frutarom (LSE: FRUTq, TASE: FRUT), announced that it will be releasing its fourth quarter and annual 2010 results on Thursday, March 24, 2011.

The Company will also be hosting a conference call on the same day at 2:00pm UK time or 10:00am EDT. During the call, management will review and discuss the results and will be available to answer investor questions.

To participate, please call one of the following teleconferencing numbers. Please begin placing your calls at least 5 minutes before the conference call commences. If you are unable to connect using one of the toll-free numbers, please try the international dial-in number.

**USA Dial-in Number: 1-888-668-9141**  
**UK Dial-in Number: 0-800-917-5108**  
**SWITZERLAND Dial-in Number: 0-800-563-248**  
**ISRAEL Dial-in Number: 03-9180644**

**At:**  
**10:00 am Eastern Time**  
**2:00 pm UK Time**  
**3:00 pm European Time**  
**4:00 pm Israel Time**

A replay of the call will also be available by telephone starting two hours after the call ends until Monday, March 28, 2011. To access the replay please dial: 0-800-837-191 (Switzerland), 0-800-028-6837 (UK), 1-888-295-2634 (USA) or 03-9255940 (Israel).

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Established in 1933, Frutarom is a rapidly growing global flavor and fine ingredients company. Frutarom develops, manufactures and markets an extensive variety of high quality flavors and natural fine ingredients for customers in the food, beverage, flavor, fragrance, pharmaceutical, nutraceutical and cosmetic industries. Frutarom's 20,000 products are sold to more than 13,000 customers in 120 countries around the world. The Frutarom Group has 1,500 employees worldwide and manufacturing facilities in Europe, North America, Israel and Asia. Frutarom is listed on the London Stock Exchange and the Tel Aviv Stock Exchange.

Frutarom provides tasty and healthy solutions to its customers fulfilling our vision:

**To be the Preferred Partner for Tasty and Healthy Success.**

For further information, visit our website: [www.frutarom.com](http://www.frutarom.com).

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