

ARIZONA VANILLA COMPANY TEAMS WITH OCULUS CONSULTING GROUP TO ENHANCE GROWING BUSINESS NEEDS

-- Key Ingredients included Business Process Review and Strategic Initiative Development

Mesa, Arizona, October 10, 2005 – Arizona Vanilla Company, a dynamic online retailer and distributor of high-end specialty seasonings announced today that it has teamed with the Oculus Consulting Group to ensure the company’s global business processes satisfy stringent international quality standards as the company continues to expand its online seasoning distribution business. “Our business is growing rapidly”, says Arizona Vanilla CEO, Eric C. Elsberry. “To maximize our expanding wholesale distribution business a complete review of our internal business processes is necessary. We’ve asked Oculus Consulting to assist us in reaching our goal of becoming a world-class organization while we continue to focus on price and quality. Their expertise in business process development and strategic design will be an integral part of helping us achieve the next phase of our growth plan.” Elsberry notes that as Arizona Vanilla is expanding the international distribution of its vanilla based products, the need for a business partner who understands the international demands of HACCP procedures, customer service, and supply chain business processes is essential. “We believe the strengths and accomplishments of the Oculus Consulting Group will be an important element in ensuring that we are prepared for the dynamic growth demands of our business”, says Elsberry.

Together, Oculus Consulting Group and Arizona Vanilla Company will work to ensure that a complete audit of the quality processes and back office procedures has been executed. “Where it makes sense for a process to be outsourced or revised, Oculus Consulting Group will provide the strategic leadership and back office capability to ensure that the Arizona Vanilla Company remains focused on it’s core business of providing high quality products and enhancing consumer value,” says Oculus Consulting Group Managing Director, Preston D. Cameron. “Our experience in reengineering and evaluating international business processes for our clients has resulted in measurable world-class “Best-in-Class” designations for these clients. In addition, the design and development of performance measures and strategic objectives recognized by an independent magazine as a “national model” for our clients was a key decision differentiator for Arizona Vanilla Company. Our demonstrable and measurable accomplishments were a deciding factor in their selection of our services”, says Cameron. “We are excited to be assisting Arizona Vanilla Company as they meet their growing business needs”.

As Arizona Vanilla Company continues to expand its’ business; there has arisen the need to ensure that the quality processes and procedures of the company measure up to stringent industry best practices. “The total analysis of our company and industry by Oculus Consulting Group will help Arizona Vanilla reach the next level of service and customer quality,” states Eric Elsberry, CEO of Arizona Vanilla Company.

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 Oculus Consulting Group LLC

Oculus Consulting Group LLC works with public and private organizations of all shapes and sizes to enhance their business strategy, process, technology, project management, and performance measurement activities. Oculus Consulting Group clients have earned "Best-in-Class" recognition as a result of their use of Oculus Consulting Group services. To learn how Oculus Consulting can help you transform your organization's vision into a measurable reality, visit them online at www.oculus-consulting.com.

Contact Information:

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

Preston D. Cameron
Managing Director
Oculus Consulting Group LLC
P.O. Box 30666
Mesa, Arizona 85275-0666
Fax: 480.641.8576
e-Mail: info@oculus-consulting.com
Web: www.oculus-consulting.com

End of Release

-- ### --