

**IMPORTANT TAX INFORMATION REGARDING 2003 CASH DISTRIBUTIONS**

**ON**

**DOLE FOOD COMPANY, INC.**

**COMMON SHARES**

**(cusip: 256605106)**

In 2003, Dole Food Company, Inc. paid one quarterly cash distribution of \$0.15 per share. In the Company's estimation, this cash distribution paid to its shareholders in the first quarter of 2003 will be taxable as ordinary dividends.

January 2, 2004