



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Acosta Completes Fresh Foods Acquisitions

(Jacksonville, Fla., March 1, 2007) -- Acosta Sales and Marketing Company today announced it has completed the acquisition of Crawford and Company Brokerage Inc., Impact Food Sales Inc., and Amalgamated Brokerage Corporation. These acquisitions will advance Acosta's strategy to expand its presence in the fresh foods area.

Located in Wichita, Kansas, Crawford and Company is a leading fresh foods sales and marketing company serving Dillon's. Owner Bob Crawford and his team of 10 associates have more than 20 years of experience in this market.

Impact Sales is a Salt Lake City-based company heavily focused in the bakery side of fresh foods. Owner Matt Roundy has more than 15 years of experience in this market. Impact has 16 associates located in Utah, Colorado, Idaho, Montana and South Dakota.

Serving the Phoenix and Southern California Amalgamated Brokerage Owners Jerry Hoffman and Mike Polini have established excellent relationships with Fry's and Ralph's which will help Acosta in its fresh foods expansion. Amalgamated has 14 associates located in Arizona and California.

Acosta President and Chief Operating Officer Robert Hill noted, "Each of these agencies has a client portfolio that is very complementary to our existing Acosta Fresh Foods organization. We are excited to have them join our Acosta family and look forward to growing our fresh foods business in each of their markets."

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Acosta Sales and Marketing Company

Acosta Sales and Marketing Company is a leading full-service sales and marketing agency in North America, providing outsourced sales, merchandising, marketing, and promotional services to manufacturers in the consumer packaged goods (CPG) industry. Headquartered in Jacksonville, Fla., Acosta has operations throughout the U.S. and Canada. For more information visit www.acosta.com.