



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Acosta Acquires Top Line Sales and Marketing Company Acosta continues to build its Fresh Foods platform

(Jacksonville, Fla., August 25, 2008) -- Acosta Sales and Marketing Company is pleased to announce that it has acquired Top Line Food Sales & Marketing, a leading bakery sales and marketing agency serving the New England and Eastern Great Lakes markets. The Top Line acquisition allows Acosta to continue to build its Fresh Foods platform and to strengthen its bakery presence in this important geographic area.

"Top Line also brings to Acosta an outstanding group of associates who have built exceptional relationships with top bakery manufacturers," said Acosta President and Chief Operating Officer Robert Hill. "Top Line former owners, John DeRoy and Marc DiPersio, will become Acosta associates and will continue to lead this group. Their experience in this market will benefit all concerned."

"We truly believe this is a win-win situation for everyone," said John DeRoy and Marc DiPersio. "Leveraging Acosta's size, industry knowledge, strategic insights, and technical expertise will only enhance our clients' businesses."

This acquisition is in line with Acosta's growth strategies for 2008 to increase its scale in key areas of its business. Other key growth areas for Acosta include natural/specialty sales, military, drug, and confection.

About 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 more than 11,000 associates and operations throughout the U.S. and Canada. For more information visit www.acosta.com.

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