



NEWS RELEASE

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Former Acosta Chairman Del Dallas Dies After a Long Battle with Cancer

(Jacksonville, Fla., June 15, 2004) — After a long and courageous battle with stomach cancer, Delmer W. Dallas, passed away on June 13 in Jacksonville, Fla. He was 73.

After graduating with a marketing degree from Mississippi State in 1953, Dallas began his career with Procter & Gamble in sales and sales management working throughout the Southeast. After being in management with the Clorox Company (at the time a subsidiary of P&G), he moved to Jacksonville in 1966 to become a partner with L.T. Acosta & Co. food brokers- today known as Acosta Sales and Marketing Company.

In 1983, he purchased the company and through his leadership, the company went from a one market broker with 13 people to a 27 market regional broker covering 13 states with more than 2,000 employees, being ranked as one of the top five brokers in the nation. In 1996 he retired as chairman of Acosta. Because of his vision, Acosta is now the leading full-service sales and marketing agency in North America.

An active leader in the food brokerage industry, Dallas held positions with a number of organizations including president of GMRA and the Jacksonville Food Brokers Association. He also served as chairman of the Association of Sales and Marketing Companies, formerly known as the National Food Brokers Association.

His business work and involvement helped him win an industry service award in 1997 from the Association of Sales and Marketing Companies. The award recognizes individual brokers who have shown a long-term commitment to the advancement of the industry and communities.

"Del's vision, guidance and determination were an inspiration to everyone at Acosta Sales and Marketing Company," said Acosta Chairman-CEO Gary Chartrand. "He was a visionary. More importantly, he could execute his vision. ...He and his vision actually built the foundation for what Acosta is today."

Chartrand added, "On behalf of all of the associates at Acosta, we extend our deepest appreciation for all he did for us, and our deepest sympathy to his wife Peggy and his daughters Debbie, Rhonda and Kim and their families."

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.