



FOR IMMEDIATE RELEASE
Friday, May 18, 2012

Angela Cassata
847.439.1250
ACassata@kisales.com

KeyImpact Sales & Systems, Inc. Continues Western Expansion Via Merger with Preferred Brokerage

May 18, 2012, Odenton, MD – KeyImpact Sales & Systems, Inc. (“KeyImpact”), America’s leading independent foodservice sales and marketing agency, announced today the merger with Preferred Brokerage of New Mexico. This is the latest development in KeyImpact’s commitment to advancing its national footprint.

Preferred Brokerage was established in 1978 by Virginia and Wendell Schroeder as one of the first sales agencies in New Mexico devoted wholly to foodservice. Preferred Brokerage currently maintains offices in Albuquerque, New Mexico and El Paso, Texas. The continuous growth they’ve experienced throughout their history is the result of working with industry leading principals and customers and is a testament to the dedication and expertise of their staff.

Virginia Schroeder, President of Preferred Brokerage, shared “We’ve always strived to provide the best service to everyone we work with and KeyImpact is uniquely focused on ensuring the success of all parties in every market. As such, we are delighted to be joining the KeyImpact family knowing we will continue to provide the excellent service our company was built on.

Pat Schroeder, Executive Vice President, Preferred Brokerage shared his thoughts as well “In today’s fast paced and ever changing foodservice environment it’s great to be partnering with a leader and innovator like KeyImpact that is both customer and employee focused. We look forward to continued growth as a member of the KeyImpact Team.”

“KeyImpact and Preferred Brokerage align on all points making them a natural choice to partner with as we continue our Western expansion.” added Dan Cassidy, President and CEO of KeyImpact. “They are a progressive agency with an in-depth understanding of the markets they serve including the K-12 and military segments. In addition, Preferred Brokerage has demonstrated a genuine commitment to its clients, customers and partners through technological advancements and providing the best service possible. We are excited to have Preferred Brokerage join our team and look forward to a mutually beneficial relationship for our clients, customers and team members. We are confident that together all parties will benefit.”

About KeyImpact: Formed in 2000, through the merger of Key Brokerage in New Jersey and Impact Sales in Maryland, KeyImpact has grown to become the largest independent food service sales and marketing agency in the United States. KeyImpact represents manufacturers of food as well as packaging and supplies and provides sales and marketing services to distributors and operators across all segments of the foodservice trade channel. KeyImpact currently employs over 600 associates in 32 states with industry expertise in sales, marketing, culinary, K-12, military, college and university, contract feeding, retail, deli, national and regional commercial chains, recreation and distribution as well as extensive product and category expertise. Additional information about KeyImpact can be found at www.kisales.com.

###