



FOR IMMEDIATE RELEASE
Thursday, August 26, 2010

CONTACT: Dan Cassidy
(609) 733-1082
Marc Zitek
(303) 371-3055

KEYIMPACT SALES TOPS THE ROCKIES BY ADDING F&S SALES IN DENVER

August 26, 2010: Dan Cassidy, President and CEO of KeyImpact Sales & Systems, Inc., the leading food service sales agency, and Marc Zitek, President and owner of F&S Sales, Inc., issued a shared announcement today of their intent to merge the two food service sales agencies.

F&S Sales, Inc. was originally formed under the direction of Marc Zitek in 1979 in Denver, Co. as the food service division of retail broker Snider-Hayes-Hurd. In 1989, F&S Sales was purchased from Snider-Hayes-Hurd by Zitek. In 1998, F&S expanded its resources by acquiring Area Marketing, then owned by Richard McDowell, and subsequently grew once again in 2002, by purchasing Sales West, then owned by Larry Daly.

Currently F&S is managed by President Marc Zitek who has 37 years of experience in the food service industry. Other management partners include Vice President Nancy Dankert (28 years food service experience) and Vice President Larry Daly (35 years food service experience).

F&S Sales, Inc., headquartered in Denver, Co., serves the Colorado and Wyoming markets with a staff of 16 full time and two part-time employees.

“We’re very happy to be part of the KeyImpact organization,” said F&S President Marc Zitek. “They are growing significantly and have a wealth of resources dedicated to serving their customers and providing tremendous value to their principals.”



“This merger with F&S continues our move westward,” said KeyImpact President Dan Cassidy. “It gives us a much-desired presence in the mountain west area, and also brings a lot of quality people into our organization. We share a number of cultural priorities with F&S – customer service, high integrity, accountability, preparation, and planning – and they will be an excellent fit with our entire company.”

KeyImpact Sales & Systems, Inc. was formed in 2002 and focused on the Baltimore/Washington, Eastern Pennsylvania and Southern New Jersey markets. KeyImpact has expanded its total footprint to include 34 sales agencies serving customers in 30 states with 39 different offices. This latest merger with F&S strengthens KeyImpact’s western U.S. presence, and furthers KeyImpact’s strategy to become a top sales agency in every market in which KeyImpact does business.

KeyImpact Sales & Systems, Inc. is the leading food service sales agency with a proven track record of delivering results with speed to market for its business partners. Through a best-in-class selling and service approach and a growing nationwide presence, KeyImpact combines its local operator, distributor, educational and chain account relationships to create efficiencies for the leading brand companies. An ESOP comprised of 600+ employee owners; KeyImpact provides a full range of products, including food, supermarket and packaging & supplies. For more information, visit www.kisales.com.

###