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**KEYIMPACT SALES ESTABLISHES WEST COAST PRESENCE
BY ADDING LAD FOOD SERVICE SALES, INC.**

June 17, 2010: Dan Cassidy, President and CEO of KeyImpact Sales & Systems, Inc., the leading food service sales agency, and Paul DeVincenzi, President Lad Food Service Sales, Inc., issued a shared announcement today of their intent to merge the two food service sales agencies.

Lad Food Service Sales, Inc. was originally formed back in 1979 by Harold DeLuca, Robert Gaddini and Tom Clothier, in Oakland, CA. In 1987 Paul DeVincenzi became a partner and Vice President before assuming the role of President in 1993.

Currently Lad is managed by President Paul DeVincenzi, who started with the company in 1982 and has 28 years of experience in the food service industry. Other management partners include Vice President Barry Knizek (30 years food service experience) and Director of Operations Margaret Harwood (18 years food service experience).

Lad Food Service Sales, Inc., headquartered in Pleasanton, Calif., serves the Northern California and Northern Nevada markets with a staff of 24 employees.

“We are excited to join an organization that shares our values and vision for the future,” said Lad President Paul DeVincenzi. “There are many high-powered owners of KeyImpact that we have worked with in the past, and we look forward to working with these individuals to maximize our position in the market and contribute to KeyImpact’s accelerated growth into the Western United States.”



“This merger with Lad Food Service Sales, Inc. is a very important, strategic move for us,” said KeyImpact President Dan Cassidy. “It gives us a significant presence on the West Coast and helps us stretch our market coverage from one ocean to another.”

“Not only is Lad a great fit with us for business and strategic reasons,” continued Cassidy, “but they are a terrific complement to our corporate culture. People have been telling me for years that when we finally expanded into California it would be with Lad because they are so much like us with regard to personality and focus on the customer. Turns out those people were right, and I’m very pleased with the result!”

KeyImpact Sales & Systems, Inc. was formed in 2002 and focused on the Baltimore/Washington, Eastern Pennsylvania and Southern New Jersey markets. By virtue of the merger with Lad, KeyImpact has expanded its total footprint to include 32 sales agencies serving customers in 28 states with 38 different offices. This latest arrangement establishes a KeyImpact presence on the West Coast and helps solidify 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 500+ employee owners, KeyImpact provides a full range of products, including food, retail/deli bakery, packaging and supplies. For more information, visit www.kisales.com.

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