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KEYIMPACT CONTINUES MOVE WEST, EXPANDING INTO NEW MEXICO

September 22, 2010: Dan Cassidy, President and CEO of KeyImpact Sales & Systems, Inc., the leading food service sales agency, issued an announcement today indicating the company's move into New Mexico, effective October 1st.

Sales efforts in New Mexico will be headlined by Shelley Reynolds. Reynolds comes to KeyImpact from Campbell's Foodservice, where she worked for over 12 years, most recently serving as Account Executive.

Reynolds will be serving the entire New Mexico area, and reporting to Marc Zitek, Market Director for the Colorado / Wyoming area recently added to the KeyImpact footprint via the merger with F&S Sales in Denver.

"This move is another step in our plan to expand our western market coverage," said KeyImpact President Dan Cassidy. "Shelley is a very sharp foodservice professional, and will be a great asset to us as we add new lines and new customers in the New Mexico marketplace."

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 31 states with 39 different offices. This latest move 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.

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