



FOR IMMEDIATE RELEASE
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KEYIMPACT CONTINUES MOVE WEST, EXPANDING INTO OKLAHOMA

BURLINGTON, NJ (July 6, 2011): 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 Oklahoma, which was effective July 1st.

Sales efforts in Oklahoma will be headlined by Market Director John Partlow. Previously, Partlow was part of the KeyImpact Packaging & Supply Division, and based out of Dallas, Texas.

Partlow will be serving the entire Oklahoma area, and reporting to Chuck Paradowski, President for the Southwest Region.

"This is another important building block in our expanded western market coverage," said KeyImpact President Dan Cassidy. "John was very instrumental to our growth in the packaging and supply business in Oklahoma, and he knows this market well. He has a lot of food service expertise, and his focus will be adding new lines and customers in Oklahoma. We're very excited about the opportunity to continue our nationwide expansion."

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 32 states with 40 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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