



**FOR IMMEDIATE RELEASE**  
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**KEYIMPACT SALES STRENGTHENS METRO NEW YORK OFFERING  
BY ADDING FARMLAND AND CARANDO**

**August 10, 2010:** Dan Cassidy, President and CEO of KeyImpact Sales & Systems, Inc., the leading food service sales agency, and Peter Boyd, President Reliant Sales & Marketing, Inc., issued a shared announcement today of their intent to merge the Farmland and Carando lines into KeyImpact's Metro New York Office. Along with Boyd, the Farmland team from Reliant Sales & Marketing, led by George Perry, will bring its talents to KeyImpact.

"We are excited to join KeyImpact and believe that together we can continue to build the Farmland and Carando brands," said Reliant Sales President Peter Boyd. "We have known the KeyImpact people for many years, and we look forward to working with them to continue KeyImpact's accelerated growth."

Said KeyImpact President Dan Cassidy, "Farmland and Carando give us new, high quality protein brands that have carved out a strong following in the Metro New York market. Not only are these lines a great fit with us for business and strategic reasons," continued Cassidy, "but the team from Reliant Sales is a terrific complement to our corporate culture."

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 32 sales agencies serving customers in 28 states with 38 different offices. This latest arrangement strengthens KeyImpact's presence in the New York market, 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, retail/deli bakery, packaging and supplies. For more information, visit [www.kisales.com](http://www.kisales.com).

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