



FOR IMMEDIATE RELEASE
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**KEYIMPACT REALIGNS CORPORATE ORGANIZATION;
ANNOUNCES PROMOTIONS & NEW RESPONSIBILITIES**

BURLINGTON, NJ (January 18, 2011): KeyImpact Sales & Systems, Inc., the leading food service sales agency, has just announced a series of personnel moves and organizational changes, all designed to make the company more responsive, accountable and focused.

“As we’ve grown over the last several years, we’ve absorbed a great many different processes, cultures, viewpoints and ways of doing things into our company,” said Dan Cassidy, KeyImpact President and CEO. “Trying to streamline and blend those elements into one organization is a tremendous challenge, and a critical component of our strategic plan. Along with those different elements we’ve also assembled some fresh new thinking, some significant business assets and a lot of very talented people.”

The moves announced by KeyImpact include:

- Joe Hargadon has been promoted to SVP – Region Presidents. All Eastern U.S. will now report in to him.
- T.J. Lynch has been promoted to Mid-Atlantic Region President, replacing Hargadon.
- Paul DeVincenzi has been promoted to West Region President.
- All nationwide financial operations have been centralized under CFO Kathy Mooy.
- Butch Cassidy has been promoted to SVP – Segment Sales, managing all segment sales teams and sales systems personnel.
- Nancy Gianioti has been promoted to Customer Service Director.
- Cass Ahern has added new responsibilities, as VP - BDM/BC Best Practices.

All personnel updates take effect immediately.



“To continue our growth, we need seamless execution and a unified approach to providing our food service business partners with solutions,” said Eric Frost, KeyImpact COO. “We think these changes will maximize the talents and energies of our resources, and help us improve our performance in all areas. To achieve our goals, and continue our evolution into the leading, national foodservice sales agency, we must have focus and consistency of purpose. This is another important step in that process.”

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.

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