



Food Sales Systems

CATERING TO THE FOOD SERVICE INDUSTRY IN THE SOUTHWEST



Horn Sales & Marketing

FOR IMMEDIATE RELEASE

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KEYIMPACT CROSSES THE MISSISSIPPI & CONTINUES GROWTH STRATEGY BY MERGING WITH FOUR PREMIER AGENCIES IN TEXAS

Food Sales Systems, Orange Brokerage Company, Horn Sales & Marketing, and CDM Sales to Support KeyImpact's Business Goals and Expand Expert Sales Resources

November 3, 2009: KeyImpact Sales & Systems, Inc. (KeyImpact), the leading food service sales agency, continued to fulfill its growth strategy by merging with four experienced and performance-based sales agencies in Texas:

- Food Sales Systems – formed in 1983 after two 20-year-old businesses merged; covers North Texas, including Dallas; 30+ employees
- Orange Brokerage Company – founded in 1974; covers Central and South Texas, including Austin and San Antonio; 30+ employees
- Horn Sales & Marketing – founded in 1995; covers East Texas, including Houston; 10+ employees
- CDM Sales – established in 1999 as a partnership between Food Sales Systems, Orange Brokerage Company, and Horn Sales & Marketing to further specialize in marketing non-food products to food and paper distributors, restaurant chains, food processors, government agencies, school systems and other key institutional accounts; covers Texas and Oklahoma market areas

“This combined merger initiative has been one of our top priorities as we continue to implement an aggressive growth strategy,” said Dan Cassidy, KeyImpact’s President. “As proven sales leaders, Food Sales Systems, Orange Brokerage Company and Horn Sales & Marketing are the preferred agencies in Texas and become additional expert resources in helping us deliver results with speed for our business partners.”

Eric Frost, KeyImpact’s Chief Operating Officer, adds “We are confident that these top-notch agencies will seamlessly integrate with our best-in-class selling, service and systems approach. As a result, our business partners focused on Texas will benefit from greater sales opportunities, return on investment and efficiencies.”

The merged entity principals, who each have 25-35+ years of experience in the food service industry, also provided further insights into the impetus behind this business event.

“From day one, we’ve utilized a team approach to provide the best results, service and support to our clients as well as continually reinvested our resources to ensure ongoing growth. KeyImpact is completely in sync with that philosophy so it was a natural fit for our companies to combine forces moving forward,” said Chuck Paradowski, Food Sales Systems President.

Tom Massey, Orange Brokerage Company President; commented “This was the right decision for us as KeyImpact shares in our commitment to understand the unique needs of food service operators, leverage the benefits of technology, and have an experienced and knowledgeable sales staff who represent our customers and their products well.”

Bill Horn, Horn Sales & Marketing President, noted “We realized immediately that our business mission aligned very well with KeyImpact’s go-to-market approach. We will continue to offer the best possible representation and provide maximum market coverage for quality products. An added benefit of merging with KeyImpact is that our employees will now become owners too.”

About KeyImpact

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 regional chain account relationships to create efficiencies for leading brand companies. An ESOP comprised of 500+ employee owners, KeyImpact provides a full range of products, including food, retail/deli bakery, tabletop, packaging and supplies. For more information, visit www.kisales.com.

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