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**KeyImpact Sales & Systems, Inc. Enters Arizona Market  
with Acquisition of Creative Food Service, LLC**

**June 7, 2012, Odenton, MD** – KeyImpact Sales & Systems, Inc. (“KeyImpact”), America’s leading independent foodservice sales and marketing agency, announced today that it will acquire Creative Food Service, LLC of Phoenix, Arizona. This is the latest development as KeyImpact expands its national footprint.

Covering the entire state of Arizona, Creative Food Service, LLC was founded in 1997 by George Navratil, Jennifer Peterson, Eric Nelson and Bill Donelson. Creative Food Service’s success can be attributed to their intimate knowledge of the marketplace and the industry as well as their drive to develop innovative solutions for their clients and customers.

Bill Donelson, President of Creative Food Service shared “I am excited for the opportunities joining the KeyImpact team will bring to our clients, customers, partners and valued employees. I look forward to continuing our tradition of success and innovation with the added business resources that KeyImpact’s position in the marketplace provides as we work together to sustain our clients and customers businesses well into the future.”

“We at KeyImpact are delighted to welcome Bill Donelson and the entire Creative Food Service management, sales and administrative teams to our family” added Dan Cassidy, President and CEO of KeyImpact. “They have a proven track record of success as a result of their knowledge, dedication and core values which mirror ours here at KeyImpact. We are certain that our clients, customers and employees will all benefit from this valuable addition to our organization.”

**About KeyImpact:** Formed in 2000, through the merger of Key Brokerage in New Jersey and Impact Sales in Maryland, KeyImpact has grown to become the largest independent food service sales and marketing agency in the United States. KeyImpact represents manufacturers of food as well as packaging and supplies and provides sales and marketing services to distributors and operators across all segments of the foodservice trade channel. KeyImpact currently employs over 600 associates in 32 states with industry expertise in sales, marketing, culinary, K-12, military, college and university, contract feeding, retail, deli, national and regional commercial chains, recreation and distribution as well as extensive product and category expertise. Additional information about KeyImpact can be found at [www.kisales.com](http://www.kisales.com).

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