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## **ACOSTA CONTRIBUTES \$3 MILLION TO FIGHT MUSCULAR DYSTROPHY**

LAS VEGAS, Sept. 3, 2007 — Acosta Sales and Marketing Co., based in Jacksonville, Fla., presented checks representing its year-round fund-raising efforts for the Muscular Dystrophy Association, during MDA's 42<sup>nd</sup> annual Jerry Lewis Labor Day Telethon Sept. 2-3.

Acosta President and Chief Operating Officer Robert Hill delivered contributions of \$3 million to MDA National Chairman and Telethon star Jerry Lewis and Telethon co-hosts during the marathon 21½-hour broadcast. The Telethon reached some 40 million viewers via 190 MDA "Love Network" television stations and was seen worldwide on the Internet via RealNetworks.

Acosta's leading sponsorship of MDA's Aisles of Smiles program resulted in \$4.2 million contributed to MDA. Through the support of its manufacturer clients, the August merchandising event delivered name brand goods to consumers while raising needed funds to fight muscular dystrophy. Additionally, special event programs like mobiles and golf tournaments resulted in an additional \$3.9 million. Thanks to Acosta's help in building relationships for MDA with its retail customers, total income in the 2007 Aisles of Smiles event was \$8.2 million.

"I'm deeply grateful to the people of Acosta and its clients for their incredible effort in raising money for MDA's ongoing battle against muscular dystrophy," Lewis said. "The Telethon provides hope to individuals and families coping with muscle diseases that someday treatments and cures will be found. Through its fund-raising efforts, Acosta is helping to turn this hope into reality."

## Acosta Contributes \$3 Million to MDA/ Page 2

A national sponsor for 22 years, Acosta's retail customers and manufacturer clients raise money for MDA through the Aisles of Smiles campaigns conducted in supermarkets and other retail stores.

Acosta is a leading sales, marketing and service company in North America for manufacturers in the consumer packaged-goods industry. Acosta employs over 11,000 associates in over 70 locations in the United States and Canada.

"It was a privilege to show our support for MDA and the Telethon," said Hill. "We know there is much left to be done, so we will continue to help raise funds for MDA and the families it serves."

MDA is a voluntary health organization working to defeat more than 40 neuromuscular diseases through programs of worldwide research, comprehensive services and far-reaching professional and public health education. MDA maintains 225 clinics nationwide for adults and children affected by neuromuscular diseases, including the Nemours Children's Clinic at Jacksonville and the Mayo Clinic, also in Jacksonville. The Association's programs are funded almost entirely by individual contributors.

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