



NEWS RELEASE

FOR IMMEDIATE RELEASE

Media Contact: Vilma Consuegra, Acosta, (904) 245-6742

Gary Chartrand Assumes Role of Executive Chairman, Promotes Robert Hill to CEO of Acosta Sales and Marketing Company

JACKSONVILLE, Fla. (November 12, 2008) – Gary R. Chartrand was named **Executive Chairman** of Acosta Sales and Marketing Company and announced the promotion of Robert Hill Jr. to **President and Chief Executive Officer** effective January 1, 2009. Hill also was named to the company's Board of Directors. Chartrand, who has led the Jacksonville-based company as CEO since 1996 and became its Chairman in 1998, will continue as Chairman of the Board of Directors.

"Robert's tremendous leadership, dedication and deep passion for Acosta make this decision the right one for the company," said Chartrand. "I look forward to working with Robert as we write Acosta's next successful chapter."

Hill will now be responsible for developing, communicating and executing Acosta's strategic plans, communicating progress with the internal and external stakeholders, and overseeing the operational aspects of running the company. He reports to Chartrand.

A 1983 graduate of Furman University, Hill joined Knoxville, Tenn.-based Siler Brokerage Company in 1986. Siler was that region's leading sales and marketing company representing consumer product goods. Hill steadily rose through the ranks, becoming Siler's president in 1992. Hill joined Acosta in 1994 when the company acquired Siler. He quickly moved up the ranks at Acosta, rising to president of Acosta Services in 2002, where he was responsible for new business development across North America and grew the business significantly. He was subsequently promoted to president and chief operating officer in March 2007, managing Acosta's day-to-day operations.

Chartrand joined Acosta as business manager in 1983 after seven years with the Carnation Company. He was subsequently promoted to vice president, regional vice president of Florida, president in 1993, and then president and chief executive officer in 1996. He has served as chairman of the company's Board of Directors since 1998 and will continue in that capacity. As Executive Chairman, Chartrand will work with Hill in developing the annual strategic plan for board review and will also help oversee the future development and growth of the company.

"Robert has earned tremendous respect from our associates, our manufacturer clients and retail customers, and has been successful in every role he has had with our company during the past 14 years," said Chartrand. "This move provides the continued leadership and strategic guidance that will ensure Acosta's tradition of success, growth and profitability."

About Acosta Sales and Marketing Company

Acosta Sales and Marketing Company is a leading full-service sales and marketing agency in North America, providing outsourced sales, merchandising, marketing, and promotional services to manufacturers in the consumer packaged goods (CPG) industry. Headquartered in Jacksonville, Fla., Acosta has more than 12,000 associates and has operations throughout the U.S. and Canada. For more information visit www.acosta.com.

-END-