



NEWS RELEASE

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

Acosta Acquires Luke Soules/Acosta Southwest

(Jacksonville, FL; July 2, 2003) --Acosta and Luke Soules have been working under an operating agreement since 1999. With over 800 associates, Luke Soules is the leading sales and marketing agency serving the Texas and New Mexico markets.

Acosta Chairman-CEO Gary Chartrand commented that the acquisition of Luke Soules/Acosta Southwest into Acosta solidifies the company's position as the number one sales and marketing agency in the industry today.

"More and more CPG companies are looking to line up with national agencies," noted Chartrand. "Although our operating agreement with Luke Soules/Acosta Southwest for the past three years has been extremely effective, once we have fully integrated, all systems, policies and procedures will be seamless across North America."

According to Joe Soules, President Luke Soules/Acosta Southwest and member of the Acosta Board of Directors, the benefits created by Luke Soules becoming a fully integrated part of Acosta will add more value to current as well as new clients.

"Our objective is to enhance our service offering as a result of the acquisition," Soules said. "The full integration of our systems and expertise with Acosta will create an even stronger agency for our clients."

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 operations throughout the U.S. and Canada. For more information visit www.acosta.com.