



NEWS RELEASE

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Acosta Acquires Premier Food Marketing, Inc.

(Jacksonville, Fla., October 19, 2004) --

Acosta Sales and Marketing Company has signed a letter of intent to acquire Premier Food Marketing, Inc., a leading Northeast and Mid-Atlantic sales agency specializing in bakery products. A closing and transition is expected in October.

Premier will provide Acosta with an immediate and significant bakery position in the New England, Eastern Great Lakes, and New York Metro Area markets as well as the Mid-Atlantic states where it will team up with Acosta Fresh Foods in those markets.

"Our manufacturing clients are very pleased with this partnership as it will provide them with one point of contact for the execution of local, regional and national programs," said Premier President/CEO Robert Goodman. "We look to combine our high level of service and bakery expertise with Acosta's back room support, technology and team approach to help our customers and manufacturing clients grow their businesses."

According to Acosta Chairman-CEO Gary Chartrand, Premier associates will now be part of a growing Fresh Foods organization comprised of strong technology, retail focus, and significant corporate commitment to the perimeter of the store.

"Acosta's strategy is to be the leading sales and marketing agency across all channels," noted Chartrand. "Premier's expertise in the bakery area will help accomplish that strategy."

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.