



# NEWS RELEASE

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## **Acosta Acquires Texas Fresh Foods Sales and Marketing Agency**

**(Jacksonville, FL; July 1, 2003)** -- Acosta Sales and Marketing Company has completed the acquisition of The Vaughn Group, a leading fresh foods sales and marketing agency serving the Texas market.

According to Acosta Chairman-CEO Gary Chartrand, the acquisition of The Vaughn Group strengthens Acosta's presence in the perimeter areas of the supermarket. For the last year Acosta has been working to build their Fresh Foods business and this acquisition helps to further that strategy.

"Vaughn's strength complements an existing Acosta fresh foods business in Texas to provide a best-in-class sales solution - consistent with the Acosta global mission," Chartrand said. "This transaction is an example of Acosta's commitment to the Fresh Foods business."

Sonny Vaughn, CEO of The Vaughn Group, said Vaughn associates will now be part of a growing Fresh Foods organization comprised of strong technology assets, retail focus, and significant corporate commitment to the perimeter.

"Acosta's strategy is to be the premier sales and marketing agency across all channels," noted Vaughn. "Our expertise in the Fresh Foods area will help accomplish that strategy. The Vaughn Group associates will now become a part of a growing national Fresh Foods organization, while staying focused on our Texas business."

### **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](http://www.acosta.com).