

## **Aisles of Smiles Lives up to Its Name**

**(Tucson, AZ; August 5, 2003)** — Acosta Sales and Marketing Company's leadership of the Muscular Dystrophy Association's Aisles of Smiles program has generated big smiles on kids' faces this year during the annual MDA summer camp program.

Aisles of Smiles, a consumer product goods industry event, is one way in which Acosta rallies with grocery retailers and manufacturer clients to offer great deals to consumers and, at the same time, raise funds for MDA. During the Aisles of Smiles campaign, when consumers purchase certain designated products, a percentage of the sale is donated to Aisles of Smiles. Everyone wins -- especially "Jerry's kids."

Acosta has been associated with MDA's Aisles of Smiles since the program's inception in 1985. Hank Lautrup, a shareholder with Kelley-Clarke (now Acosta), discovered that his son had muscular dystrophy. Lautrup's vision of an innovative marketing plan to raise funds to search for a cure for muscular dystrophy has grown into more than \$32 million in total donations to MDA over the years.

Acosta will continue to help raise funds this year for MDA programs for health care, public education and cutting-edge research into treatments and cures for more than 40 neuromuscular diseases.

Acosta is proud to support MDA's vow to provide "help for today and hope for tomorrow," but it's the laughter emanating from the 88 MDA summer camps held across the country this year that really lifts the spirits of Aisles of Smiles participants.

More than 4,200 of "Jerry's kids" with neuromuscular diseases reveled in a week of friendship, activity and kid-style fun, fueled by lots of laughs. Children attending camp are paired with their own volunteer counselors, allowing them to fully participate in events geared to their abilities.

For many kids coping with the effects of muscle-wasting diseases, camp is truly, as one camper called it, "the best week of the year!"

To everyone who helped make Acosta's leading role in the MDA Aisles program another success this year, those giggles are for you. In the serious business of fighting neuromuscular disease, it's nice to know there's still a place for kids to be kids -- and that Acosta and it's manufacturer clients and retailer customers can help to make it happen.

### **About the Muscular Dystrophy Association**

The Muscular Dystrophy Association is a voluntary national health agency, a dedicated partnership between scientists and concerned citizens aimed at conquering neuromuscular diseases that affect more than a million Americans. Local MDA offices are available to serve anyone with one of the neuromuscular diseases in the Association's program. Energized by its national chairman, Jerry Lewis, who has been the Association's number-one volunteer for 50 years, MDA today is one of the world's leading voluntary health agencies fostering research and medical care. Programs available through local MDA offices are

funded almost entirely by individual private contributors. The Association receives no government grants. For more information visit [www.mdausa.org](http://www.mdausa.org).

**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).