



NEWS RELEASE

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Acosta Awarded Gold and Silver Penguins by NFRA

(Jacksonville, Fla., July 12, 2004) --Acosta Sales and Marketing today announced that it has been named a recipient of two Gold Penguin Awards and two Silver Penguin Awards by the National Frozen and Refrigerated Foods Association (NFRA). The NFRA Penguin Awards recognize the outstanding promotional efforts of the frozen and refrigerated foods industry. Acosta was the only sales and marketing agency to receive both a Gold and Silver Penguin award.

Gold Penguin Awards:

- Retail Sales Agent Acosta Sales and Marketing – Jacksonville, Fla.
- Retail Best Department Display Harris Teeter #257 / Assisted by Acosta Sales and Marketing's Charlotte, N.C., office
- Silver Penguin Awards:
- Retail Sales Agent Acosta Sales and Marketing - Marlborough, Mass.
- Retail Best Department Display Frys #43 / Assisted by Acosta Sales and Marketing's Phoenix, Ariz., office

"Acosta represents an extremely reputable portfolio of frozen products, and with our critical mass we are able to provide our clients with economies of scale and excellent representation at the headquarter and retail levels," said Robert Hill, President of Operations. "We are very proud of all the Acosta associates who participated in the planning and implementation of the winning promotions and commend each of them on a job well done."

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.