



NEWS RELEASE

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Birds Eye Foods Appoints Acosta Throughout the U.S.

(Jacksonville, FL; June 5, 2003) —

Birds Eye Foods, Inc., the nation's largest processor of frozen vegetables, today announced that it has appointed Acosta Sales and Marketing to represent its supermarket class of trade for the retail branded business effective June 30.

In explaining the decision to select Acosta, Dave Hogberg, executive vice president sales, marketing and business development, Birds Eye Foods, noted, "After a comprehensive evaluation process, we are very pleased to appoint Acosta as our national broker partner. We are creating a growth company and the partnership with Acosta will ensure that customer sales and marketing is a catalyst to that growth."

Founded in 1927, Acosta Sales and Marketing is a leading full-service sales and marketing agency in North America with more than 10,000 associates. The company provides outsourced sales, merchandising, marketing, and promotional services to more than 1,600 manufacturers in the consumer packaged goods (CPG) industry and services over 120,000 retail outlets.

"Birds Eye Foods adds a group of extremely reputable brands to our portfolio of products and puts Acosta in a leading position in both the frozen food and dry grocery aisles. With our critical mass, we will be able to provide Birds Eye with economies of scale and excellent representation at the headquarter and retail levels," said Acosta Chairman-CEO Gary Chartrand. "We look forward to partnering with Birds Eye to grow their business throughout the U.S."

About Birds Eye Foods, Inc.

Rochester, N.Y.-based Birds Eye Foods, with sales of approximately \$1.0 billion annually, processes fruits and vegetables in 28 facilities across the country. Familiar brands in the frozen aisle include Birds Eye, Birds Eye Voila!, Birds Eye Simply Grillin,' Birds Eye Hearty Spoonfuls, Freshlike and McKenzie's. Other processed foods marketed by Birds Eye Foods include canned vegetables (Freshlike and Veg-All); pie fillings (Comstock and Wilderness); chili and chili ingredients (Nalley and Brooks); and salad dressings (Bernstein's and Nalley). Birds Eye Foods also produces many of these products for the private label, food service and industrial markets.

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.