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Acosta Names R. Brian King Chief Strategy Officer

(Jacksonville, Fla., February 1, 2005) -- Jacksonville-based Acosta Sales and Marketing Company is pleased to announce that **R. Brian King** has joined the organization as **Chief Strategy Officer**.

As Chief Strategy Officer, King will oversee all Acosta strategic initiatives, strategic partnerships and new business opportunities. He will also work with all company operational areas to ensure each has the proper strategy in place. In addition, King will oversee Acosta's consumer promotion agency, MatchPoint Marketing. King will be located in Jacksonville, Fla.

Acosta Chairman-CEO Gary Chartrand said, "Brian's role will ensure Acosta has the proper strategy in place to grow and enhance our business and will allow us to gain deeper insights into the industry, the categories in which we compete, and most importantly the consumer."

Prior to joining Acosta, King was a Vice President with the consulting firm Bain & Company where he worked with clients in various industries including airlines, distribution businesses, consumer products, grocery retailing, and real estate. His experience covers corporate and business unit strategy, mergers and acquisitions, and operations integration.

Prior to Bain & Company King worked in the investment banking industry with Goldman Sachs, and prior to that as an auditor with Arthur Andersen & Co. He earned an MBA from the Wharton School of Business, with a concentration in finance. He is a graduate of The Ohio State University where he received a bachelor's degree in accounting and graduated summa cum laude.

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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.