



NEWS RELEASE

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Acosta Acquires Fresh Foods Agency

(Jacksonville, Fla., August 5, 2004) — Acosta Sales and Marketing Company has signed a letter of intent to acquire Reliance Food Brokerage LLC. Reliance, headquartered in Cincinnati, is one of the leading sales and marketing agencies serving the fresh foods business.

By joining forces with Reliance, Acosta will strengthen its presence in the meat, deli/bakery, seafood, and produce segments at Kroger east, SUPERVALU central region, Nash Finch Bellefontaine/Cincinnati, and other major independent grocers/distributors in the Midwest. Acosta has been working to build its Fresh Foods business across the U.S., and this acquisition helps to further that strategy. This acquisition is scheduled to be finalized by August 31.

Acosta Vice President of Corporate Fresh Foods Mark Clausen noted, "Reliance's portfolio includes each of the key segments of our fresh business - meat, deli/bakery, seafood and produce. Reliance's brand portfolio and relationships with key fresh foods manufacturers are strategically important to Acosta since they will enhance our Fresh Foods business."

According to Reliance Owner Mike Roe, "Joining the Acosta team is very exciting and presents tremendous opportunities, not only for us, but also for our client base. It affords us critical mass in the meat, deli/bakery, seafood, and produce segments of our businesses. We look forward to our future with Acosta as we implement a joint strategy for our future."

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.