



# NEWS RELEASE

## FOR IMMEDIATE RELEASE

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### **ACOSTA'S \$4.9 MILLION CONTRIBUTION SUPPORTS FIGHT AGAINST MUSCULAR DYSTROPHY**

(Beverly Hills, Calif., Sept. 5, 2005) -- Acosta Sales and Marketing, based in Jacksonville, Fla., made a significant contribution to the Muscular Dystrophy Association during the 40th annual Jerry Lewis Labor Day Telethon Sept. 4-5.

Representatives from Acosta presented checks to MDA National Chairman Jerry Lewis and Telethon co-hosts totaling \$4.9 million during the legendary 21 1/2-hour fund-raising event that reached some 50 million viewers via nearly 200 MDA "Love Network" television stations and by millions more worldwide on the Internet.

Gary Chartrand, Acosta chairman and chief executive officer; Frank Carfioli, senior vice president of sales and marketing; and David Lied, president of MatchPoint Marketing, were selected to represent the company on this year's Telethon broadcast and to present donations from its Aisles of Smiles fund-raising efforts. Chartrand is an MDA national vice president.

The Telethon originated from the International Ballroom of The Beverly Hilton, in Beverly Hills, Calif.

"We're truly moved by the efforts of the generous people at Acosta. Their tireless fund-raising efforts year-round are unmatched, and we couldn't wage this battle without their help," Lewis said.

"Acosta's contribution, by helping us advance our research and service programs, makes a significant impact on the lives of the families that MDA serves."

Acosta has been an MDA national sponsor for 20 years. The company's clients help raise money for MDA through the summertime Aisles of Smiles campaigns conducted in supermarkets and other retail stores.

Acosta is the leading full-service sales and marketing agency in North America for manufacturers in the consumer packaged goods industry. Acosta employs over 11,000 associates in over 70 locations in the United States and Canada.

"Helping MDA and its families is something that we look forward to year-round," Chartrand said. "We're proud to be part of the winning effort that will soon see a cure for muscular dystrophy."

MDA is a voluntary health organization working to defeat more than 40 neuromuscular diseases through programs of worldwide research, comprehensive services and far-reaching professional and public health education. The Association's programs are funded almost entirely by individual contributors.

#### **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).