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Acosta Acquires Pleasanton, Calif., Sales and Marketing Agencies

(Jacksonville, Fla., June 3, 2004) —Acosta Sales and Marketing Company has completed the acquisitions of Infinity Food Marketing and Carman & Associates, two leading meat and seafood sales and marketing agencies serving the Northern California market and the Safeway retail chain.

The Infinity and Carman acquisitions strengthen Acosta's presence in the meat and seafood area at Safeway and in Northern California. For the last year Acosta has been working to build its Fresh Foods business across the U.S., and these acquisitions help to further that strategy at Safeway.

According to Carman & Associates CEO Bill Carman coming together with Acosta will enhance Infinity's and Carman's retail coverage, data management and technology platform.

"As a part of Acosta, Infinity and Carman will be able to provide our fresh product clients with vertically integrated headquarter call services as well as retail coverage at all Safeway divisions, which we are not able to offer currently," Carman said.

"Acosta's goal is to be the premier sales and marketing agency across all departments of the grocery store," said Acosta Chairman-CEO Gary Chartrand. "Infinity's and Carman's expertise at Safeway combined with Acosta's retail leadership position will help accomplish that strategy in the fresh products area."

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.