



NEWS RELEASE

FOR IMMEDIATE RELEASE

Media Contact: Vilma Consuegra, Acosta, (904) 245-6742

Sunny Delight Appoints Acosta as its National Sales and Marketing Agency

(Jacksonville, Fla., June 9, 2004) —Acosta Sales and Marketing, a leading sales and marketing agency for the consumer packaged goods industry, today announced it has been appointed by refrigerated juice manufacturer Sunny Delight to provide sales and marketing services across the U.S.

Acosta will have sales responsibility in the grocery and convenience channels as well as select customers in the mass, drug and emerging value channels. This appointment is effective August 1, 2004.

Sunny Delight President William Cyr said, "Our goal is to leverage Acosta's scale, customer penetration, commitment to the local marketplace, and sales and marketing expertise to drive superior sales results for Sunny Delight."

Gary Chartrand, Acosta's Chairman-CEO, noted that Acosta's leadership position in the juice category was an important factor in the appointment.

"Our scale and critical mass in the juice category will provide Sunny Delight with economies of scale and excellent representation at the headquarter and retail levels," said Chartrand. "Sunny Delight is a market leader in refrigerated juice drinks, and Acosta is committed to driving Sunny Delight's brand growth across the U.S."

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.