

**FEDERATED FOODSERVICE LAUNCHES NEW LEADERSHIP POSITION TO
IMPROVE MEMBERS' COMPETITIVE EDGE**

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Arlington Heights, IL - Federated Foodservice, a division of the private brand sales and marketing firm, Federated Group, is delighted to introduce Patricia A. Pacella, who stepped into the newly created position of General Manager–Foodservice on October 16, 2006.

This new Foodservice role was created as a strategic move to improve service and value to its members – foodservice distributors in both broadline and specialty channels. “We currently have 120 members and 350 approved suppliers,” says Martin Gross, Federated owner and chairman of the board. “Federated has reinvigorated its strong commitment to be focused on foodservice. We have added new people with vast foodservice experience and excellent ideas, and we’re acting on their ideas.”

Ms. Pacella comes to Federated with a wealth of distributor marketing, program development and operational expertise, as well as a deep knowledge of the foodservice industry gained from over 36 years of experience.

Most recently, Patti was Senior Vice President of Marketing Services at UniPro Foodservice, Inc., where she led the development and implementation of all distributor marketing programs, including branding and program negotiation.

This focus on foodservice is the new General Manager’s mantra. “We’re an \$8 billion business in a \$476 billion industry,” says Pacella. “There’s a great deal of room for growth. But first we are putting strong programs into place; working closely with the entire Federated operation to secure better prices for our members, and better efficiencies across the board.”

Federated Group’s core services supporting Foodservice include Quality Assurance, Category Development, Packaging Management, Marketing and Sail Pointe Design. “I see this as a huge advantage for our customers and our suppliers,” says Patti. “Plus, we are in the unique position of offering deep knowledge of both the broadline and specialty channels. With retail grocers and C-stores expanding their deli and hot-to-go sections, there is a lot of potential for savings as we integrate with the retail-based Federated business. And vice versa. Our private brands have earned some equity over the years, and there’s crossover there, too.”

Pacella is currently working with a new team of regional sales reps to revamp Federated Foodservice programs and services under the FedStar banner. They include Bernie Peluso, Director of Foodservice Sales, Northeast; Larry Warner, Director of Foodservice Sales, Mid-East/South; Susie Eshet, Director of Foodservice Sales, Central/West; and Ian Davis, Director of Specialty Channels. “Between them,” Pacella remarks, “there’s something like 100 years of experience. This is going to be fun.”

Federated Foodservice is a division of Federated Group, a privately owned, national sales and marketing firm and owner of several private brands. These include longstanding Red & White, HyTop, Parade and Better Valu brands. More recent brands include Lifemark, CuddleUps, Effortless Entrees and Prima Brite.