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**THE PERISHABLES GROUP APPOINTS DIRECTOR OF ANALYTICAL SERVICES**

CHICAGO – May 19, 2008 – The Perishables Group, a national consulting firm specializing in perishable food marketing, promoted Beth Padera to director of analytical services.

Padera has excelled in all areas of data research and analytics since joining the Perishables Group in 2001.

In her current role, Padera uses data from the FreshFacts<sup>®</sup> category management system to conduct custom research and analytic projects.

She contributes articles to *Grocery Headquarters*, *Produce Merchandising*, *Seafood Business*, *Modern Baking*, *InStore Buyer* and *AmericaFruit*; and collaborates with PG's consumer research and account services teams to craft client-specific business solutions using activity based costing and other assorted modeling tools.

Most notably, Padera led the recent development of the Perishables Opportunity Finder tool in partnership with The Nielsen Company. This new tool provides greater insight into perishable category performance by including consumer demographics as part of the evaluation process. The Perishables Opportunity Finder develops consumer profiles from point-of-sale data by weighing sales against the demographics of store shoppers to determine which household and psychographic factors impact purchase behavior for a category and/or item.

“Beth demonstrates the innovation and work ethic all companies strive for in members of their leadership team,” said Bruce Axtman, president and CEO of the

**PERISHABLES GROUP<sup>®</sup>**

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Perishables Group. “She has a thorough understanding of all aspects of our industry; and it is apparent in her quality of work.”

Prior to joining the Perishables Group, Padera served as a project engineer at Harza Engineering Company. She holds a master's degree in environmental engineering from the University of Illinois in Urbana-Champaign and a bachelor's degree in engineering from the University of Notre Dame. She also holds a certificate in integrated marketing from the University of Chicago.

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