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PERISHABLES GROUP EXPANDS WITH SIX NEW EMPLOYEES

CHICAGO – April 15, 2008 – The Perishables Group, a consulting firm specializing in the fresh food industry, added six staff to the company’s account management, retail and marketing teams.

The company’s retail programs team increased with four new staff: Tom Elliot, Sarah Fleming, Andrea Moen and Stephanie Smith.

“The new staff are in various locations, on site at retail client offices and also in our company headquarters,” said Jammie Kokesh, director of retail programs. “They demonstrate a tremendous amount of initiative daily and will offer a new level of strategic thinking and value to our clients.”

Paisley Peterson, assistant account manager, joins the account management team in the Chicago office with six years of experience in data analytics. Kelli Beckel joins the marketing team as associate marketing manager; and is also working in Chicago.

Bruce Axtman, president and CEO of the Perishables Group, said “The expansion of the Perishables Group is a reflection of the market. Suppliers and retailers no longer accept being seen as a commodity brokers. The Perishables Group helps our clients stay in touch with the consumer and stay ahead of the market. We are pleased to have so much new talent to help expand our business and our clients’ businesses.”

The Perishables Group is a Chicago-based consulting firm focused on innovation and creating value for clients in the fresh food industry. The Perishables Group’s staff

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expertise includes category development, supply chain management; activity based costing, research, analytics and marketing services.

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