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Angela Cassata
847.439.1250
ACassata@kisales.com

KeyImpact Sales & Systems, Inc. Announces Eos Partners, L.P. as New Equity Partner

February 22, 2012, Odenton, MD – KeyImpact Sales & Systems, Inc. (“KeyImpact”), America’s leading independent foodservice sales and marketing agency, announced today that it has closed a minority equity investment from Eos Partners, L.P. and its affiliates (“Eos”), a New York based private investment firm. The investment will provide funding for KeyImpact’s growth strategy, including future acquisitions and technology enhancements, as well as enable the company to consolidate the current shareholder base. McColl Partners, LLC (“McColl Partners”) acted as financial advisor to KeyImpact. The terms of the transaction were not disclosed.

Following the transaction, KeyImpact’s senior management will remain in place and there will be no change in the company’s operations. KeyImpact’s management and employees continue to collectively maintain majority ownership of the company.

“We at KeyImpact are excited to have Eos as our financial partner as we continue to expand our geographical coverage, service offerings and infrastructure.” said Dan Cassidy President and CEO of KeyImpact. “Eos is a perfect fit for KeyImpact. Their expertise in working with growth oriented businesses and relationships in the financial markets will be valuable resources for KeyImpact moving forward.”

About KeyImpact: Formed in 2000, through the merger of Key Brokerage in New Jersey and Impact Sales in Maryland, KeyImpact has grown to become the largest independent food service sales and marketing agency in the United States. KeyImpact represents manufacturers of food, packaging and supplies providing sales and marketing services to distributors and operators across all segments of the food service trade channel.

KeyImpact currently employs over 600 associates in 32 states with industry expertise in sales, marketing, culinary, K-12, military, college and university, contract feeding, retail, deli, national and regional commercial chains, recreation and distribution as well as extensive product and category expertise. Additional information about KeyImpact can be found at www.kisales.com.

About Eos: Formed in 1994, Eos is a private investment firm with approximately \$1 billion of private equity capital and commitments to invest alongside outstanding managers in growing companies. Eos focuses on working closely with management teams, and committing its understanding of strategic alternatives and the financial markets to help grow these businesses into larger scale, leading enterprises. For additional information about Eos, please visit www.eospartners.com.

About McColl Partners: McColl Partners is an independent investment banking firm specializing in the needs of management and owners of middle-market companies. With significant experience working with entrepreneurs, family-owned businesses, private equity groups, public companies, financial institutions, and divisions of large companies, the firm is dedicated to offering strategic advice and assistance to its clients regarding mergers and acquisitions and private capital raising assignments. Additional information about McColl Partners can be found at www.mccollpartners.com.

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