



ANNOUNCEMENT

August 9, 2013

Key Impact Sales & Systems, Inc. Enters Arkansas and Memphis Markets with Acquisition of R&R Creative Marketing, Inc.

It is my pleasure to announce that KeyImpact has acquired R&R Creative Marketing, Inc. of Arkansas.

Covering the Arkansas market which includes Memphis, Tennessee, R&R Creative Marketing was formed in 2003 by the merger of two companies. R&R Foodservice, originally established in 1977 by Bob Rhodes, merged with Robert Stafford and the Creative Marketing team. Robert Stafford has 27 years experience in the foodservice industry and currently leads the company as President. In addition to Robert's involvement, his wife Melinda has built solid relationships with clients and customers in the Arkansas market, where she has served as R&R Creative Marketing's Sales Manager for the past 28 years.

We at KeyImpact are excited to welcome Robert, Melinda and the entire R&R Creative Marketing team to our family. R&R Creative Marketing has demonstrated a genuine commitment by making their clients and customers' needs their top priority. We are certain that our clients, customers, and employees will all benefit from this valuable addition to our organization.

All of us here at KeyImpact appreciate your continued support and business!

Thank You.