



ANNOUNCEMENT

October 1, 2014

Key Impact Sales & Systems, Inc. Announces Appointment of Chuck Spencer Vice President of Non-Commercial Sales

October 1, 2014, Odenton, MD – Key Impact Sales & Systems, Inc. (“KeyImpact”), America’s leading independent foodservice sales and marketing agency, announced today that it has appointed Chuck Spencer Vice President of Non-Commercial Sales, effective immediately.

Chuck joins KeyImpact with over 30 years’ experience in the foodservice industry. Chuck began his career in foodservice in 1983 at J&J Snack Foods (“J&J Snacks”) in the manufacturing plant. As J&J Snacks expanded, he assumed additional responsibilities, leading to positions including Regional Sales Manager, National Accounts Manager, Director of Foodservice Sales, and Sr. Director of Foodservice Sales.

In 2003, Chuck joined Iceland Seafood Corporation/Icelandic USA (“Icelandic USA”) as National Accounts Manager for the Non-Commercial Sales Segment. In 2011, Icelandic USA was acquired by High Liner Foods (“High Liner”), at which time Chuck was appointed Non-Commercial Sales Manager, focusing on contract management of all Food Management and Group Purchasing Organization (GPO) relationships. In 2013, Chuck was promoted to Director of Corporate Accounts, responsible for the management of Foodservice Distribution & Military sales, Food Management client agreements and GPO contracts.

Chuck’s extensive foodservice experience and relationships within the Food Management and Group Purchasing segments will undoubtedly bring great value to the KeyImpact Team, our Customers and our partnered Clients.

Chuck attended St. Joseph’s University, Penn State University, and the University of Central Florida. In addition, Chuck is a graduate of the National Fisheries Institute’s “Future Leaders” Program.

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 foodservice sales and marketing agency in the United States. KeyImpact represents manufacturers of food as well as packaging and supplies and provides sales and marketing services to distributors and operators across all segments of the foodservice trade channel. KeyImpact currently employs over 800 associates in 49 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. KeyImpact was ranked #1 out of all foodservice sales agencies in a G2M™ benchmarking study released in Spring 2014. Additional information about KeyImpact can be found at www.kisales.com.

###