

ANNOUNCEMENT



To: Our valued Customers, Clients and Industry Associates

Date: June 6, 2016

Subject: Melinda A. Foley joins KeyImpact



KeyImpact Sales & Systems is excited to announce that Melinda Foley will join the KeyImpact Client Management team effective June 6, 2016.

Melinda is a highly respected sales and marketing leader in the industry. Many of us at KeyImpact have already had the pleasure of working with Melinda while she was in previous positions. We look forward to her contributions and leadership as she assumes the role of Corporate Client Manager. Her skill set and experience will benefit all KeyImpact stakeholders, clients, customers and employees.

Melinda brings with her over 29 years of experience managing sales support and marketing functions for large foodservice brands and businesses. Melinda's experience includes Director of Customer Marketing at ConAgra Foods and Sara Lee, and Senior Brand Manager at McCain Foods.

Melinda earned her MBA from DePaul University Kellstadt Graduate School of Business and her BBA in Marketing from the University of Iowa. She is a member of the International Foodservice Distributors Association and Omaha Restaurant Association. She is also a member of the Women's Food Service Forum and served as the ConAgra Ambassador at this year's meeting.

Melinda will work out of the Council Bluffs, Iowa office and can be reached at mfoley@kisaales.com.

Please join us in congratulating and welcoming Melinda to the sales and marketing agency side of the business. We are thrilled to have her join the KeyImpact team.

Thank you,

A handwritten signature in black ink, appearing to read 'Dan Cassidy', written over a white background.

Dan Cassidy, CEO