



## NEWS RELEASE

### Freeman Signature and Alimentation Impact to Merge

**Longueuil, Quebec ( Dec 4, 2012 )** – Freeman Signature, the leading national sales and marketing agency in the Foodservice sector , today announced it has signed a definitive agreement to merge with Alimentation Impact , a leading sales and marketing agency in Quebec . The combined company will provide enhanced expertise, insights and skill sets both in Quebec and Nationally

“We are merging these two great companies for the benefit of our operator, client, and distributor partnerships wherever they exist ,” says Freeman Signature President Serge Labrecque. “Each of our companies brings with it a successful track record of industry leadership and talented associates”.

“Freeman Signature remains committed to growing our national platform which reflects current industry trends of a no borders approach,” commented Greg Bellas EVP Operations. “This announcement is a further sign that we will continue to offer the best people, strategy, process and technology to all our trading partners.”

“The ability to expand our footprint and adapt to the changing needs of the industry while providing best in market results under one ownership team makes perfect sense for both our organizations ,” said Charles S.Tanguay , President of Alimentation Impact.

The current management team of both organizations will remain in place and responsible for the day to day operations. The merged company will operate under the name Freeman Signature.

#### **About Freeman Signature**

Freeman Signature is Canada’s only national sales, marketing, and services company to the Foodservice channel. Providing trading partners with growth opportunities for over 80 years Freeman Signature is the market leader in outsourced services. With offices coast to coast we represent the top organizations in the industry. For more information, visit [www.freemansignature.com](http://www.freemansignature.com)

#### **About Alimentation Impact**

Founded in 1990 by Charles S. Tanguay, François Chevalier and Benoit Jalbert, Alimentation Impact is considered one of the leaders in the Quebec market. Impact has long been recognized by its client and customers partners for providing superior speed to market and unequalled response to opportunities.