



PRESS RELEASE

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For Immediate Release

Strategic Market Alliance (SMA) Announces New Director of Healthcare

Oak Brook, Illinois... Strategic Market Alliance (SMA) Chief Operating Officer Richard G. McGann is pleased to announce that Alicia Rodriguez has joined SMA as Director of Healthcare, effective July 1, 2010.

Ms. Rodriguez comes to SMA with extensive experience, having held numerous sales, marketing and management positions within the distribution and manufacturing industry. Prior to joining SMA, she worked more than 17 years in sales and marketing, with over 10 years healthcare experience with Fortune 500 corporations such as Georgia-Pacific and SCA Tissue.

“The member owners of SMA are excited to work with an individual with such a broad and thorough depth of experience in the healthcare industry.” said McGann. “Along with her extensive experience working locally with distribution and manufacturing, as well as nationally with group purchasing organizations, Alicia is team-oriented, self-motivated, detailed and driven to succeed. We believe her contributions will be significant as we continue the advancement and development of SMA’s healthcare program.”

About Strategic Market Alliance

Strategic Market Alliance (SMA) is a member - owned cooperative comprised of prominent distributors of sanitary maintenance, foodservice and industrial packaging products, equipment and associated services. SMA’s serves as a catalyst for optimizing the efficiency and effectiveness of all stakeholders in the channel, creating value - based business solutions that result in mutually profitable and sustainable partnerships between stakeholders.

The individual and collective experience of SMA’s distributor owners, acting interdependently, uniquely equips the cooperative to respond to a dynamic marketplace. Serving as value - added intermediaries between manufacturers and end user customers, SMA distributors become the catalyst for optimization of the supply chain. By aligning segment specific business solutions with stakeholder needs and expectations, SMA fosters mutually profitable and sustainable partnerships.

For more information about Strategic Market Alliance visit www.smasolutions.com.

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“Catalyst for Mutually Profitable Partnerships”