



PRESS RELEASE

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Strategic Market Alliance (SMA) Announces New Member

Oak Brook, Illinois... Strategic Market Alliance (SMA) is pleased to announce that Russell Hall Company has become a new member of Strategic Market Alliance, effective June 1, 2009.

Russell Hall Company is headquartered in Meridan, Connecticut.

“The distributor owners of SMA are excited to welcome Russell Hall President Bill Rosa and his team to the SMA family,” said SMA Chief Executive Officer Richard McGann. “In their respective geography, Russell Hall is considered a market leader. The manner in which they conduct business, the caliber of their employees, their industry reputation and high ethics make Russell Hall a perfect fit working alongside the current owner members of SMA.”

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”