



PRESS RELEASE

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For Immediate Release

Strategic Market Alliance (SMA) Announces New Director of Strategic Accounts

Oak Brook, Illinois... Strategic Market Alliance (SMA) Chief Executive Officer Richard C. McGann is pleased to announce that Lee Sherrell has joined SMA as Director of Strategic Accounts, effective September 1, 2010.

Mr. Sherrell comes to SMA with extensive experience, having held sales, marketing and senior management positions within the distribution and manufacturing industry. Prior to joining SMA, he worked with DEB SBS as regional vice president of sales. Previously, he worked for Sentry Chemical Company as vice-president of sales, and Ballard Medical Products.

“The member owners of SMA are pleased to work with an individual of such high personal and professional character and integrity,” said McGann. “With Lee’s extensive experience and knowledge of our industry, we believe his contributions to the organization will be significant as we continue the advancement and development of SMA’s strategic account initiative.”

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”