



**ADVANTAGE WAYPOINT CONTINUES TO GROW THEIR DELI AND
IN-STORE BAKERY PRESENCE WITH THE ACQUISITION OF FOOD SCENE INC.
AND DELI SCENE INC.**

May 1, 2013 – Tampa, FL – Advantage Waypoint announced the acquisition of Food Scene Inc. and Deli Scene Inc. These acquisitions strengthen and support Advantage Waypoint’s continued commitment to the Deli and In-Store Bakery channels.

As the leader in the Deli and In-Store Bakery channels in the New York and Mid-Atlantic regions, these companies represent leading brands. These acquisitions increase Advantage Waypoints coverage of New York, Long Island, Western PA, and Philadelphia. They have been providing services for over 30 years to their clients and are recognized as an industry leader. This acquisition continues to expand the Advantage Waypoint Deli and In-Store Bakery offering and further develops the broad range of services and products that Advantage Waypoint provides their customers.

Founder, Barry Kahn and his team will continue to be an integral part of the organization; enhanced by the Advantage Waypoint technology, systems, processes and resources. These acquisitions will report to Dave Thurman, Advantage Waypoint National Director In-Store.

“The acquisition of Food Scene Inc. and Deli Scene Inc. further strengthens our core offering,” said Bud Taylor, Advantage Waypoint CEO. “Their market position and leadership in these regions, combined with our current resources in the market will be able to enhance and expand representation and services”.

Advantage Waypoint is the only national foodservice sales and marketing agency providing an ideal combination of talent, resources and experienced management across all fifty states. Advantage Waypoint continues to focus on adding and delivering value to the evolving foodservice industry and all of its channel participants.

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