



**ADVANTAGE WAYPOINT PES DIVISION
LEADS IN PACKAGING, EQUIPMENT AND SUPPLIES**

May 23, 2012 – Tampa, FL – Advantage Waypoint has formalized coverage of their non-food side of the business with the Packaging, Equipment and Supplies (PES) Division, led by Jim Chisholm as President. The PES Division brings the same speed-to-market, operating efficiencies, expanded support, leading edge technology and training programs to non-food clients that Advantage Waypoint currently offers the foodservice industry.

“Our PES division reinforces Advantage Waypoint’s commitment to servicing our clients’ and customers’ complete needs,” Mr. Chisholm said. “We will enhance our reach and offer additional specialized resources by integrating with our foodservice counterparts at Advantage Waypoint, utilizing their scale, penetration and operator expertise.”

“Now packaging, equipment and supplies manufacturers can work with a single national organization while maintaining a high degree of local market knowledge and experience,” Chisholm continued. “As the industry continues to consolidate, we recognize that our sales model must adapt in anticipation of future opportunities. Our strategy is to build our organization with experienced, well-trained PES professionals that will continue to strengthen our ability to execute with a powerful combination of speed and consistency.”

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Currently the Advantage Waypoint PES leadership team consists of experienced professionals, including veterans like Larry Silence, Joe Petrin, Rick Wilsey and Charlie McGinty, each with decades of background specific to the Packaging Equipment and Supply business.

“The PES Division is a natural extension of our existing capabilities,” said William “Bud” Taylor, CEO of Advantage Waypoint LLC. “Our recent acquisition of Kenco, one of the leading packaging, equipment and supplies brokers in the country, is another example of how serious we are about strengthening our current market coverage in all aspects of the business.”

“Today’s operator is heavily invested in non-food items. These products create efficiencies for their operations and set the right tone with their patrons,” Taylor said. “We are committed to helping our customers with a more comprehensive product, service and support package that fits their individual needs.”

Advantage Waypoint LLC, is a national foodservice sales brokerage which provides an ideal combination of talent, resources and experienced management to serve its client base, national accounts as well as its regional distribution partners. Advantage Waypoint LLC is focused on delivering value to the evolving foodservice industry and was created to strategically align and better position brokers and their principal clients to successfully adapt to these changes.

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