



## **ADVANTAGE WAYPOINT ENHANCES PARTNER SUPPORT AND TECHNOLOGY LEADERSHIP WITH ACQUISITION OF E STREET SOFTWARE LLC**

September 24, 2012 – Tampa, FL – Advantage Waypoint has announced the acquisition of E Street Software LLC. The acquisition supports Advantage Waypoint's focus of adding value through strategy integration, planning, and superior execution for all the foodservice channel participants: manufacturers, operators, and the distribution community.

As the leading technology provider to the foodservice broker industry, E Street has developed exceptional state-of-the-art systems and programs. Their technology allows Advantage Waypoint to further enhance their strong technology base which makes decision-making and resource allocation more effective and delivers the industry's leading go-to-market system.

Founders Gary and John North and the E Street organization will be fully integrated into Advantage Waypoint. The group will report to John McKinley, Vice President of Information Technology. "The acquisition of E Street Software is a natural extension of our existing capabilities," said John McKinley. "Success in the foodservice industry is increasingly driven by technology. Providing our partners with the latest options in sales management, monitoring technologies and CRM programs on a national basis is an integral part of what sets Advantage Waypoint apart from any

other sales organization. E Street Software has set the standard for taking complex information and making it easy to access and understand for anyone managing sales.”

Advantage Waypoint is the only national foodservice sales and marketing foodservice 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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