



**ADVANTAGE WAYPOINT CONTINUES TO GROW THEIR NON-FOOD PRESENCE  
WITH THE ACQUISITION OF STOCKDALE COMPANY LLC.**

December 31, 2012 – Tampa, FL – Advantage Waypoint announced the acquisition of Stockdale Company 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 a leader in the JanSan industry, Stockdale represents leading janitorial and sanitation brands to the foodservice industry. The Stockdale Company covers Ohio, Indiana, Michigan, Kentucky, West Virginia, Western PA, and parts of New York. They have been providing services for over 15 years to their clients and are recognized as an industry leader. This acquisition continues to expand the Advantage Waypoint non-food offering and further develops the broad range of services and products that Advantage Waypoint provides their customers.

Founder, Joe Stockdale and his team will be a core resource for Advantage Waypoint and will continue to be an integral part of the organization; enhanced by the Advantage Waypoint technology, systems, processes and resources. The group will report to Jim Chisholm, President of the Non-Foods division. “The acquisition of the Stockdale Company further strengthens our core offering” said Jim Chisholm. “The team that is in place at Stockdale, in combination 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 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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