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FOR IMMEDIATE RELEASE

PRO*ACT ANNOUNCES NEW CLIENT SERVICES DIRECTOR Nick Proia Joins PRO*ACT

Monterey, CA (January 6, 2006) - PRO*ACT, a leading fresh produce supplier to the foodservice industry, announced it has appointed Nick Proia as Regional Director of Client Services.

Proia has over 20 years experience in the industry, holding sales and management positions in foodservice produce distribution, value added processing as well as product development. Nick has worked closely with Pro*Act Client Services for the past 6 years as Vice President of Business Development with Royal Foodservice, Atlanta Georgia, one of PRO*ACT's 43 distribution companies. He is active in industry-wide organizations and is a member of the American Culinary Federation, National Association of Foodservice Managers and Georgia Restaurant Association.

PRO*ACT provides consolidated produce and perishable distribution, sourcing and technology programs to foodservice operators through it's network of distributors from over 69 distribution centers nationwide. Nick will be responsible for obtaining and developing new multi-unit program business along with providing value-added services to current Pro*Act customers.

Steve Finberg, Vice President of Sales and Marketing of PRO*ACT, stated, "Nick's extensive background in the foodservice industry brings tremendous benefits and opportunities to PRO*ACT. We are excited to have Nick join our dedicated and committed Client Services team and look forward to all that he will bring to the organization."

Headquartered in Monterey, California, PRO*ACT's distributor roster includes the nation's leading produce specialists.

PRO*ACT, America's leading specialty distributor of fresh produce to the foodservice industry, offers produce category solutions and delivery service to foodservice operators across America. PRO*ACT is headquartered in Monterey, CA and PRO*ACT Specialties, a division of PRO*ACT, is located in Los Angeles, CA and Miami, FL.