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FOR IMMEDIATE RELEASE

PRO*ACT ANNOUNCES NEW CLIENT SERVICES DIRECTOR Kirk Massey Joins PRO*ACT

Monterey, CA (January 24, 2006) - PRO*ACT, a leading fresh produce supplier to the foodservice industry, announced it has appointed Kirk Massey as a Director of Client Services.

Massey brings over 20 years of food service produce management experience and produce knowledge to Pro*Act. Since 1997, Kirk has been the Produce Business Manager at Shamrock Foods in Denver, Colorado. His responsibilities included managing procurement, marketing, sales and operations for produce at this broadline distributor. Kirk began his food service distribution career as a sales representative in the Fort Worth food service market. Kirk comes from a culinary background and has worked as a chef and restaurant manager.

PRO*ACT provides consolidated produce and perishable distribution, sourcing and technology programs to foodservice operators through its network of distributors from over 66 distribution centers nationwide. Kirk 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, "Kirk's extensive background in all areas of the foodservice industry brings tremendous benefits and opportunities to PRO*ACT. We are excited to have Kirk join our dedicated and committed 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.