



Contact: Steve Grinstead  
President & CEO  
Office: 831-658-1901  
sgrinstead@proactusa.com

**FOR IMMEDIATE RELEASE**

## **PRO\*ACT ANNOUNCES NEW CHIEF FINANCIAL OFFICER Robert Kiehle Joins PRO\*ACT**

Monterey, CA (October 1, 2007) - PRO\*ACT, a leading fresh produce supplier to the foodservice industry, announces the appointment of Robert C. Kiehle as Chief Financial Officer.

Robert C. Kiehle brings over 25 years of financial management experience to PRO\*ACT. Most recently Mr. Kiehle was a Partner in the Dallas practice of Tatum, LLC, a nationwide professional service firm, where he provided interim executive and consulting services to a variety of clients in a multitude of industries. Previously, he held positions as Chief Financial Officer, TradeMC, Inc., Chief Financial Officer, WorldPoint Logistics, and Executive Vice President, Chief Financial Officer, Fresh America Corp. Mr. Kiehle has a Master of Business Administration from the University of Oregon and a Bachelor of Arts from the University of California Davis.

Mr. Kiehle will be leading the strategic financial direction of PRO\*ACT and PRO\*ACT Specialties.

PRO\*ACT is America's leading distributor of fresh produce to the foodservice industry. For almost two decades, PRO\*ACT has been providing foodservice operators with the distinct benefit of streamlining the produce supply chain – offering significant cost benefits and an easy, one call solution to secure the freshest produce from over 70 third-party inspected distribution centers across the United States and Canada.

PRO\*ACT Specialties is one of America's leading foodservice specialty produce distributors. For over seven years Harvest Sensations has been offering its foodservice customers the highest quality and seasonal specialty produce from a "chef's point of view." Harvest Sensations was founded with the intention of providing foodservice operators with impeccably fresh offerings expected of fine restaurants and catering companies. With recent expansion into the upscale retail market, consumers can now also enjoy Harvest Sensations offerings at home.

Steve Grinstead, President & CEO of PRO\*ACT, stated "Bob has vast experience in large and early stage companies, both privately and publicly held and has been instrumental in facilitating growth in all such environments. His prior experience in the produce and transportation companies, as well as many other industries, will bring tremendous value to Pro\*Act. He has completed over twenty-five acquisitions in his career and has proven abilities in strategic growth planning and implementation. We are very fortunate to have him join our team."

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PRO\*ACT is America's leading specialty distributor of fresh produce to the foodservice industry. Headquartered in Monterey, CA, with an office in Dallas, TX, PRO\*ACT's distributor roster includes the nation's leading produce specialists. PRO\*ACT Specialties, a specialty produce division of PRO\*ACT, operates facilities in Los Angeles, CA and Miami, FL. For more information visit the PRO\*ACT website at [www.proactusa.com](http://www.proactusa.com).

MONTEREY • DALLAS • LOS ANGELES • MIAMI  
22 Lower Ragsdale Drive, Suite A • Monterey, CA • 93940 • Ph 831.655.4250 • Fax 831.655.4251  
[www.proactusa.com](http://www.proactusa.com)