

Corporate Office

601 S Rockefeller Avenue, Ontario, California 91761

Phone (909) 975-1019 • Fax (909) 975-7238

The mission of the DPI Corporate office is to give our companies guidance and direction as to the marketing and strategic focus of the group, while at the same time helping them achieve their financial targets.

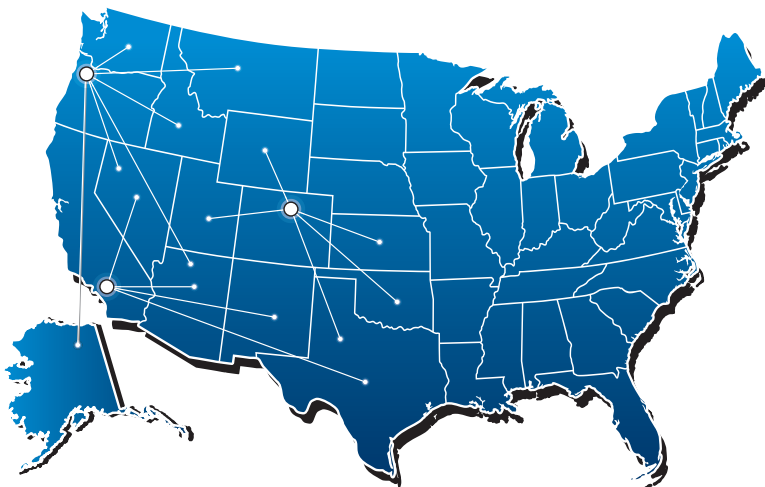
To this end we have a group of professionals available to work in functions such as information technology, health and safety, transportation and logistics, marketing and sales and more recently we have added a group of directors to oversee our national programs in Kosher, Natural, Hispanic, Asian and Specialty Cheese categories. These people are based in various DPI locations and are readily available to travel to meet with our retail customers and to help build sales, expand the selection of products, and to take full advantage of the many marketing thematic events there are throughout the year.

The quality and availability of these resources and the investment that DPI continues to make in customized services sets DPI apart from many of its peer group, particularly at a time when many retailers and distributors are cutting back on these same resources. We believe they are needed now more than ever to counter the threat of the many competitive elements eroding the traditional retail customer base. The need to differentiate in the presentation, selection and execution of specialty food product programs is required to help rebuild the different categories through greater focus on these points. To this end we carry 50,000 unique items from which our customers can select.

All the DPI companies operate on the same computer software enabling them to produce common reports and undertake national promotional programs for our vendors and customers. This also permits the group of companies to have the local instinct for regional requirements while at the same time operating as a single company from the perspective of our business partners. We are currently operating with a number of national programs and expect that this part of our business will continue to grow and welcome all inquiries in this regard from all parties.

Marketing Specialty Foods

- **Covering the Western United States:** As a group we represent over 40,000 different gourmet, organic and ethnic line items, with most divisions carrying between 10,000 – 20,000 items. These products come from five continents. Through research and development, we are continuously adding new specialty lines to our catalog. Our combined facilities offer in excess of 43 million cubic feet of warehouse space across the country – almost half of which is temperature controlled. We manage our nationwide deliveries using state-of-the-art computerized routing systems and delivery vehicles. Our national scope gives us special insights into the tastes of local, regional and national markets.
- **We are regional:** As our regional divisions continue to expand their coverage across the United States, DPI has the regional expertise to offer sales, marketing and support to fit your needs. Our sales force works and lives in your area and are educated and trained to provide each individual marketplace with the knowledge and products needed to help grow your business. Our marketing support aids in the education and information flow to keep you abreast of local, national and worldwide trends in the specialty food industry.



Ontario, California

Corporate Executives

Russ Blake	<i>Chief Executive Officer</i>
Mike Rodrigue	<i>Operating Partner</i>
Marc Barth	<i>Chief Financial Officer</i>
Christopher Erklenz	<i>Chief Operating Officer</i>
Nadia Rosseels	<i>Chief Information Technology Officer</i>
Beth Haley	<i>Vice President of Vendor Relations</i>

www.dpspecialtyfoods.com

Division Locations & Contacts

Northwest Division

Phone (503) 692-0662
Fax (503) 692-4776

Rocky Mountain Division

Phone (303) 301-1226
Fax (303) 301-6931

West Division

Phone (909) 975-1019
Fax (909) 975-7238