



March 23, 2009

To: All Industry Members

It is our pleasure to announce that Richard S. "Rick" Page has accepted employment with Coastal Pacific Food Distributors, Inc. as Vice President, Customer Services. Rick will join CPFD on April 20, 2009.

Rick's dedication, passion, and genuine love for the Military Resale Business have been a tremendous force and inspiration to many during his thirty-one years of service with the Commissary System. His commitment to serving the patrons and supporting the Military Resale Industry will be continued in his new capacity at Coastal Pacific. Rick will be instrumental in the continued development and ongoing improvement of Coastal Pacific's sales and service initiatives, and he will be directly involved with Coastal Pacific's executive group in strategic planning.

Rick and his wife, Donna, will reside in Stockton, California, Coastal Pacific's Headquarters, and he will report directly to Terry Wood, Chief Operating Officer.

We are very pleased to have Rick join our team. We believe that Rick will help Coastal Pacific further its own core initiatives, which are strongly aligned with those of our customers. In Rick's more than thirteen years in the Southwest, Western/Pacific and Western Regions of DeCA, he focused on "improving the benefit" and strived for his team to produce "raving fans." In his new capacity, and with his new team members, we are excited about Rick continuing this vision.

We are excited about the collective direction that Rick and the members of the Coastal Pacific Team will take our company in the future. Please join us in welcoming Rick back to the West and to our industry.

A handwritten signature in black ink, appearing to read 'Frank Pecoraro', written in a cursive style.

Frank Pecoraro
President & CEO

A handwritten signature in black ink, appearing to read 'Terry Wood', written in a cursive style.

Terry Wood
Exec. VP & COO

COASTAL PACIFIC FOOD DISTRIBUTORS

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