



July 11, 2011

To: All Industry Members and CPFD Associates

It is my pleasure to announce that Ms Lisa Rutta has been selected to fill the newly created position of Exchange Services Manager. In her new position, Ms Rutta will be the main point of contact for our customers on all Exchange related issues.

Ms Rutta has been a key member of the Coastal Pacific Team since 1997 and has a proven track record of excellence in every assignment she has been given. There is no question her attention to detail, work ethic and passion for delivering outstanding service will continue to serve both CPFD and our customers well in the future.

Ms Rutta will continue to work in Coastal Pacific's Headquarters in Stockton, CA and will report to me, as CPFD's Vice President, Customer Services.

Coastal Pacific Food Distributors has a long and successful track record of delivering excellence for military exchanges. The selection of Ms Rutta as the Exchange Services Manager is part of our over arching strategic direction of further expanding support and focus on this very important channel within military resale.

I am excited about the collective direction Ms Rutta and the members of the Coastal Pacific Team will take our company in the future. Please join me in welcoming Lisa to her new position as Exchange Services Manager.

Richard S. Page
Vice President, Customer Services

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