

Sales & Marketing Leadership Changes at RHFS

April 3, 2008

Please join me in congratulating **Larry King** on his planned retirement. Thirty-five years after starting his “summer job” Larry will be leaving RHFS to engage other pursuits. Larry has certainly left his mark on the company and has many friends at RHFS and among the supplier base. With Larry’s upcoming departure, I’m pleased to announce the following changes:

After 25 years with the company, 13 of those years working closely with Larry King, **Randy Beckwith** will assume the combined role of Vice President of Sales & Marketing for RHFS. In this new role, Randy will lead both Regional and Market Sales teams as well as the Marketing team.

Rod Grin (Southwest RSM and former Midwest RSM) with 20 years experience at RHFS has been promoted to Director of Sales & Marketing and will re-locate to the Burbank headquarters reporting to Randy. After serving as a successful salesperson in San Diego for many years, Rod earned the position Midwest region RSM in 2002. Then in early 2007, Rod moved to the Southwest region where as RSM he has done a tremendous job re-building and re-focusing that team over the past 15 months.

Assuming the RSM position that Rod will be vacating in the Southwest is veteran **David Kent** (Southeast RSM). Dave’s distinguished 27-year career with RHFS includes sales management positions in Southern California, Colorado, Chicago and Southeast. Dave’s managerial experience and more recent success in the Southeast will be a welcome addition and a huge asset to the Southwest team.

Dave Kent’s move out west provides an opportunity for another proven leader. We’re excited to announce the promotion of **Tony Marx** to the position of Southeast Regional Sales Manager. As an accomplished and highly decorated Senior Technical Salesperson for RHFS, Tony will assume the reigns of the Southeast team and enthusiastically accepts the challenge of taking the region to the next level. Tony has prior experience serving as a Sales Manager for another company before joining the company in 2002.

In a previous correspondence, we announced the promotion of **Michael Bowman** to the dual role as Catalog Marketing Manager and Export Business Manager. Mike will be working closely with Randy Beckwith and Rod Grin and others to round out our Catalog Marketing and direct Export Sales efforts going forward.

I wish to extend my sincerest congratulations to all. These changes position RHFS for accelerated growth now and into the future.

Dave Patterson

President and CEO

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