



975 East Tower
1300 Eye Street, NW
Washington, DC 20005

T 202.271.0004
F 202.589.0433

3935 Two Union Square
601 Union Street
Seattle, WA 98101

T 206.903.0600
F 206.903.6222

FOR IMMEDIATE RELEASE

The Food Partners Formed to Focus Exclusively on Food Chain
Former KMPG Retail Ventures group members establish only national investment banking firm to focus exclusively on entire food chain.

February 18, 2000, Washington, D.C. - P. Gregory O'Brien and David W. Schoeder, principals, today announced the formation of The Food Partners (TFP), a national investment banking firm focusing exclusively on the food chain.

O'Brien and Schoeder are former managing directors of KMPG Retail Ventures. They, along with TFP's other founding partners, Dave P. Collins, Matthew S. Morris and Carlos A. Garcia, were instrumental in making KMPG Retail Ventures KMPG's most successful finance group in the U.S. prior to forming TFP.

Together, they represent more than 80 years of experience providing merger, acquisition, divestiture, capital raising and strategic advisory services to companies throughout the food chain.

Value drivers, trends, competitive landscape, players and motivations.

"Given our collective experience, we know the value drivers, trends, competitive landscape, players, motivations and capital and liquidity issues throughout the entire spectrum of the food chain. It is our strong belief that this knowledge provides added value to all of our food industry clients," said O'Brien.

"For a variety of reasons, KMPG's focus limited our ability to fully participate in all segments of the industry and to take advantage of the extensive knowledge we share as a group.

A more nimble organization

"We also wanted to be a more nimble organization and to have our structure more closely resemble that of the majority of our clients - privately held companies that are specifically staffed and designed to react quickly to changes in the marketplace," he added.

In addition to being the only national investment banking firm dedicated exclusively to the entire food chain, TFP has developed what it believes to be the single most useful analytical tool in the industry today.

"The Strategic Review is unique to the industry and is based on our extensive experience in analyzing hundreds of capital expenditure projects and transactions. Basically, the Strategic Review helps clients match strategy with finance. The Strategic Review provides factual information and insight to help evaluate strategic options for clients looking to generate growth capital while reinvesting in their business and providing liquidity to their shareholders," said O'Brien.

"In short, the Strategic Review helps drive shareholder value by providing the factual data that clarifies clients' understanding of their company's value and its key value drivers," he added.