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## FOR IMMEDIATE RELEASE

### The Food Partners Adds Menashe as Principal; Establishes Seattle Office

Menashe adds industry expertise and regional experience; West Coast presence enhances investment banking firm's plans to serve entire food chain nationally.

October 16, 2000, Washington, D.C. - The Food Partners (TFP), a national investment banking firm focusing exclusively on the food chain, has added Jeff A. Menashe as its third principal and has opened a Seattle office, according to P. Gregory O'Brien, TFP principal.

"We had long admired and respected Jeff as a competitor, but it wasn't until several mutual clients and acquaintances, including Bob Bolinder, formerly vice chairman of Albertson's and president for Smith's Food & Drug, pointed out to us just how well his skills and experience complement our own," said O'Brien.

"Jeff understands the investment banking model and the dynamics and issues that food companies throughout the U.S. face today. He grew up in the industry and has significant relationships throughout the food chain. As importantly, Jeff has an almost intuitive ability to quickly read client issues and propose practical and workable solutions," he added.

#### Setting the Standard for Industry Specialization

Menashe has more than eight years of investment banking experience. Prior to joining TFP, Menashe was director- food group for a West Coast investment banking firm, where he generated nearly 70 percent of the firm's revenue and represented all of its clients with annual revenues in excess of \$100 million. While there, Menashe also was credited with setting the industry standard in specialization for boutique investment banking firms in the Pacific Northwest.

Menashe specializes in mergers, acquisitions and divestitures and providing strategic and advisory services to privately held food companies. He began his career with Hanford/Healy Asset Management Company in San Francisco, CA, and has served as an analyst for Dean Witter's West Coast Investment Group.

During the past three years, Menashe has advised such diverse food companies as G. Raden & Sons, Wilcox Dairy Farms, LLC/Dairy Farmers of America, Corus Brands/Columbia Winery, K&L Distributors and Cossack Caviar.