

FOR IMMEDIATE RELEASE

The Sieb Organization Expands Hospitality Division

Division Deploys Foodservice Procurement and Integrated Marketing Solutions For Global Manufacturers/Suppliers, Multi-Unit Chains, and Independent Operators Within Selected Hospitality Channels

Phoenix, AZ – January, 2006. – The Sieb Organization, a Phoenix-based national hospitality and real estate development consulting, integrated marketing, and sales programming firm, today announced expansion plans for its Hospitality Division under the direction of Eric Sieb, principal. Utilizing proprietary, multi-tiered, ‘go to market’ foodservice strategies and methodologies, the division plans to expand its client base with global manufacturers/suppliers, multi-unit chains, and independent operators within selected hospitality channels.

“Today, everyone in the hospitality business is interested in upgrading foodservice quality, while lowering costs and driving new revenue. Our expanded Hospitality Division will assist clients in all of these areas,” said Sieb. “Having serviced the industry for more than a decade we see tremendous opportunities for growth. Our expanded Hospitality Division provides integrated business solutions for foodservice positioning, branding, procurement, and revenue programming.”

The client focus of the Hospitality Division targets three primary business segments which continue to evolve in the marketplace. They include:

- *Global Food and Beverage Manufacturer/Suppliers:* Developing and implementing channel positioning, marketing, and sales strategies for existing and new foodservice brands.
- *Multi-Unit Chains:* Strategically positioning and branding foodservice as a primary or secondary business model, as well as developing and implementing foodservice procurement and revenue strategies.
- *Channel Procurement and Marketing Initiatives:* Developing proprietary foodservice procurement and integrated marketing initiatives for independent operators within selected hospitality channels.

All of the Hospitality Division’s client segments – *global food and beverage manufacturers/suppliers, multi-unit chains, and independent operators within selected hospitality channels* – are linked by the need to remain competitive and profitable in today’s challenging marketplace.

The specific ‘go-to-market’ client applications supported by the Hospitality Division demonstrate the ability to solve real-world problems, maximize business value, improve cost efficiencies, boost economics, and reflect a clear differentiation from competitors.

In October of 2005, The Sieb Organization set a new benchmark with the launch of *Hotel Cuisine & Lifestyle*, the industry's first initiative that allows emerging hotel chains, management companies, and independent operators to benefit from a competitive SYSCO national distribution agreement; a trade magazine designed to inspire hotel foodservice excellence; and integrated web site that offers procurement programming and marketing resources.

The expansion of this division signals a new milestone in an evolution resulting from a series of deliberate, strategic moves, including the formalization of multiple trade partnerships and a recent merge with Hands On Advertising. The Sieb Organization is building on its heritage as an industry specialist, ensuring that its clients are developing a close link with a respected partner that has deep experience and special expertise in the hospitality and foodservice industries.

As a strategic specialist, Sieb sees the need to adapt rapidly to a changing environment and embrace their clients' ways of doing business, while stewarding innovative business concepts, as well as cost and revenue strategies.

"By expanding the Hospitality Division within The Sieb Organization, we are now able to increase our base of global and national clients, develop clear and concise 'go to market' strategies within each client segment, and participate as partners in our client's success," said Sieb.

About The Sieb Organization

The Sieb Organization is a Phoenix-based hospitality and foodservice consulting and marketing firm. Founded in 1992, the firm provides a fully integrated base of services targeted to the needs of global food and beverage manufacturers/suppliers, multi-unit chains, and independent operators within selected hospitality channels. In October 2005, The Sieb Organization merged with Phoenix-based Hands On Advertising, a highly visible player in the real estate and leisure market servicing a prestigious portfolio of clients throughout North America. By combining business analytics with brand building, marketing, and sales strategies, The Sieb Organization offers a truly distinctive service to its client base. For additional information please visit online at www.sieb.com or call 800-991-SIEB.

Hotel Cuisine & Lifestyle is a trademarked brand and a division of The Sieb Organization. For additional information, please visit online at: www.hotelcuisineandlifestyle.com.

About SYSCO:

SYSCO, the largest foodservice marketing and distribution organization in North America, provides food and related products and services to approximately 390,000 restaurants, healthcare and educational facilities, lodging establishments and other foodservice customers. For the fiscal year 2005 that ended July 2, 2005, the company

generated sales of \$30.3 billion and net earnings of \$961.5 million. For more information about SYSCO visit the company's home page at www.sysco.com.

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