

# FSR Distributor Update

9/04/07

- 219 Distributors (25 in August)
- 1,945 Distributor Sales Reps (127 in August)
- 3,131 Customers Attached (476 in August)
  - 2,272 New Operators (390 in August)
  - 859 Existing Operators (86 in August)
  
- Recent Hits
  - Sysco Central Ohio
  - Sysco New Mexico
  - Sysco Winnipeg
  - PFG Florida
  
- Recent Travels
  - ProGroup – Richmond, VA
    - Will participate in March 2008 Service Provider Expo
  - Cheney Brothers – Riviera Beach, FL
    - Sales Meeting
  - Clark Foodservice Food Show – South Bend, IN
    - Resulted in 12 new Operator sign ups
  
- Upcoming Travels
  - UniPro Fall Purchasing Show – Orlando, FL
    - 48 Confirmed Appointments
  - Feeser's Fall Food Show – Hershey, PA
  
- P&G Sysco iPod Promotions
  - Giving away an iPod or 10,000 points to the MA who signs up the most customers in each two week period.
    - Sysco Dallas Promo runs 7/30-9/23/07
      - Has resulted in 145 MA accounts and 157 new Operators.
    - Sysco NM Promo runs 9/1-10/27/07
      - Has resulted in 49 MA accounts and 15 new Operators.
  
- Dot Foods Partnership
  - Joined 2007 Marketing Plan
    - Banner Ad, E-blasts, Feature Story, Web Poll
    - Has resulted in 33 new houses, 105 DSRs, 121 New Operators.