



TWO GREAT FOODSERVICE DISTRIBUTORS JOIN FORCES TO SERVE THE MIDATLANTIC AS RFS - TIDEWATER

ROSEMONT, IL August 2, 2010—Reyes Holdings announced that Valley Foodservice, based in Norfolk, Virginia, will be joining Reinhart FoodService's Supreme Foods to form RFS-Tidewater through the acquisition of certain assets of Valley Foodservice effective today.

Valley Foodservice has been serving Southeastern Virginia, The Eastern Shore, and the Outer Banks of North Carolina for over seventy years. Reinhart FoodService is one of the largest and fastest growing foodservice distributors in the United States, carrying over 50,000 items, including: fresh poultry, seafood, dairy, produce, glassware, and china, utensils, coffee, juices and foodservice equipment.

Michael Teagle, President and CEO of Valley Foodservice, said, "The move to join Reinhart FoodService enables us to grow our business and expand our product line."

Mark Drazkowski Chairman of Reinhart FoodService said, "We are fortunate to have the opportunity to partner with Mike Teagle and his highly skilled team of managers and the knowledgeable Valley Foodservice sales representatives."

John Roussel, Chief Executive Officer, Reinhart FoodService said, "This is a tremendous synergistic opportunity to leverage our existing Virginia business and relationships with Valley Foodservice's business. Together, we are focused on providing uninterrupted service in the marketplace while we work to expand both our service and product assortment for our mid-Atlantic customers."

Valley Foodservice was represented in the transaction by Keiter Stephens Advisors, a Richmond based firm specializing in merger and acquisition and financial services to the foodservice distribution industry.

###

Reyes Holdings, L.L.C. distributes high quality food and beverage products throughout North, Central and South America and Ireland. Reyes Holdings operates Reinhart FoodService, L.L.C., the fifth largest privately held broadline foodservice distributor in the United States. It also owns Reyes Beverage Group, the largest beer distribution business in the United States and The Martin-Brower Company, L.L.C., a dedicated McDonald's distributor that operates in seven countries. Forbes magazine ranks Reyes Holdings as the 25th largest privately held company in the United States and Crain's Chicago Business marks it as the second largest privately held company in the Chicago area. For more information about Reyes Holdings, visit the company website at www.reyesholdings.com.