

FOR IMMEDIATE RELEASE

Peer Marketing Associates, Inc. Appoints Alex Fortunato as President

Fortunato to assume leadership of PMA effective October 1, 2026; Vince Montini appointed Board Vice Chairman/Secretary

RAMSEY, N.J. — Sept. 22, 2026 — Peer Marketing Associates, Inc. (PMA), a cooperative serving wholesale distributors in the convenience-store class of trade, announced today that its Board of Directors has appointed **Alex Fortunato as President**, effective October 1, 2026.

Fortunato succeeds Vince Montini as President. The Board of Directors has appointed Montini to serve as **Board Vice Chairman/Secretary**.

Fortunato brings extensive experience in wholesale distribution and the convenience-store industry to the role. He most recently served as **Director of Wholesale Redistribution for Team Sledd–Amcon Family of Brands**. He has been actively involved with PMA since 2020, serving on the cooperative’s Board of Directors from 2020 through 2026 and as **Chairman of the Board from 2025 to 2026**.

He holds a **Bachelor of Science in Business from the University of Notre Dame** and has held leadership roles with several industry organizations, including service as a board member of the **Ohio Wholesale Marketers Association and Pennsylvania Food Marketers Association**.

As he assumes operational leadership of PMA, Fortunato has identified three modernization tracks as immediate priorities for the cooperative.

Supply Chain Diversification will focus on expanding vendor programs beyond traditional tobacco and nicotine markets into high-margin alternative categories, including functional beverages, energy supplements, candy, snacks, and private-label convenience products.

Digital Infrastructure Improvement and the Co-Op Data & Execution Platform will focus on developing collective insights and proof-of-performance metrics into premium data products for Tier-2 manufacturers. The objective is to create additional vendor revenue streams that can directly maximize dividend payouts to PMA members.

Targeted Recruitment Campaigns will focus on actively presenting PMA’s regional pricing power to prospective independent distributors, with an emphasis on proactive onboarding and membership growth.

Commenting on his appointment, PMA’s current Board Chairman Justin Boyes of Hub Inc., KS, said: “I know I speak on behalf of the entire Board of Directors in welcoming Alex to this important leadership role. His experience, industry knowledge, and commitment to PMA

make him well positioned to lead the cooperative into its next chapter. We are excited about the opportunities ahead and look forward to working with Alex as he builds on PMA's strong foundation and leads the cooperative toward continued growth and success."

During Montini's transition into his new Board leadership role, PMA will continue to benefit from his experience and involvement with the cooperative.

About Peer Marketing Associates, Inc.

Peer Marketing Associates, Inc. (PMA) is a cooperative organized on November 1, 1991. PMA is a bargaining cooperative whose members are wholesale distributors of candy, tobacco, grocery, and general merchandise serving the convenience-store class of trade.

In 1996, PMA's Board of Directors adopted the cooperative's Mission and Strategy statements. PMA's mission is **to provide its members with quality buying, marketing, and service programs that enhance members' profitability.**

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