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For Immediate Release

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Top Industry Awards to be Presented at Convenience Distribution Business Exchange



Two of the convenience industry's top leaders will be honored during the opening session of the Convenience Distribution Business Exchange in Chicago Wednesday, Sept. 9.

Receiving the Convenience Distribution Association's (CDA) Hall of Fame Award will be Pat Carrico (photo left), Richmond-Master Distributors, Inc., South Bend, IN, while Altria's Bob Sears (photo right) will receive the CDA Dean Award.

Both Carrico and Sears will be recognized for their long and dedicated service to the convenience distribution industry and to CDA.

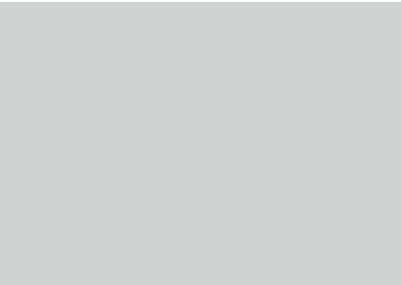
Carrico, who is president & CEO at Richmond-Master, was the 2004 chairman of the American Wholesale Marketers Association (AWMA), which is now CDA. He was tasked with helping to rebuild the association to ensure its continued viability and is recognized with effectively leading that reformation.

"Pat Carrico has been a tireless champion of the convenience distribution industry, whether in the political arena or as an active member of state and national trade associations where he has promoted increased partnerships within the supply chain," said CDA President & CEO Scott Ramminger. "He is richly deserving of CDA's Hall of Fame Award."

During his 20 years of service at Altria, Bob Sears has consistently sought to develop strong and productive partnerships with other segments of the supply chain, including convenience distributors, noted Ramminger. He was recently named Altria's northeast section sales director, after many years as director of trade and state relations-sales training and compliance.

"There is no one more knowledgeable about how our industry works, and about how legislation and regulations can affect us, than Bob Sears," said Ramminger. "Those who have worked with him attest to his professional expertise, as well as his kindness, concern for others, and ready wit."

The awards will be presented Wednesday morning during the CDBX opening session, which will include an address by CDA Chairman Rob Sincavich and a keynote address, "Better & Faster: The Proven Path to Unstoppable Ideas," by Jeremy Gutsche, CEO, TrendHunter.com. Following that session, Business Exchange meetings between distributors and manufacturer/suppliers will commence, running through Friday morning.



The conference will be held at the Westin Michigan Avenue Hotel in Chicago.

The Convenience Distribution Association (CDA) is the trade organization working on behalf of convenience products distributors in the United States. Its distributor members represent more than \$92 billion in U.S convenience product sales, serving a wide variety of small retail formats.

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