



SCHRAAD & ASSOCIATES TO PURCHASE ALL SEASONS BROKERAGE COMPANY

Oklahoma City, OK – December 30 2009 – SCHRAAD & ASSOCIATES, a regionally positioned independent food broker is pleased to announce that they have reached an agreement in principal to purchase the ALL SEASONS BROKERAGE COMPANY headquartered in North Richland Hills, TX. Interim management will be handled jointly by SCHRAAD & ASSOCIATES and ALL SEASONS management teams with an expected closing date in January 2010.

According to Bill Schraad, Jr., the President & CEO of SCHRAAD & ASSOCIATES, “This merger will provide a SEAMLESS TIER 1 INDEPENDENT BROKER SOLUTION for the greater Texas marketing area. We feel strongly that a unified and coordinated approach to the Texas marketplace will generate tremendous synergies. Through this merger we will deliver enhanced alignment benefiting customers and clients, new scale that can be applied to all of our various service components, and a highly efficient business model designed to deliver consistent results. Since entering the Texas marketplace in 2007 we have repeatedly been asked to expand our services into the Houston marketing area therefore creating a statewide platform. We are extremely excited to add the great associates of the ALL SEASONS COMPANY to the SCHRAAD & ASSOCIATES team” said Schraad, “We view their wealth of knowledge and business acumen as a tremendous asset.”

“This is a perfect fit for ALL SEASONS” said ALL SEASONS Vice President Patrick O’Neal. “Our employees, clients and customers will benefit from the added services that a larger retail focused company like SCHRAAD & ASSOCIATES can provide. Our companies complement each other in a way that everyone wins.”

As a result of this merger, SCHRAAD & ASSOCIATES will operate fully staffed offices in San Antonio, Dallas, and Houston marketing areas in addition to their other offices throughout the Central and Mid-South areas. The Texas area deliverables will include experienced resident “Business Development” teams, strategically positioned “Key Account” teams that optimize customer alignment, a highly trained and organized “Retail Operations” team, a skilled “Administrative” team adept at providing customer and client services, an insightful “Analytic Consulting Service” team, and a “Space Management” service team that enables shelf management from conception.

About SCHRAAD & ASSOCIATES

Headquartered in Oklahoma City, SCHRAAD & ASSOCIATES is a leading marketer of CPG products in the Central, Mid-South, and Texas marketing areas. SCHRAAD provides full line broker services to the following marketing areas; Kansas City, Springfield, Wichita, Oklahoma, Memphis, Little Rock, Nashville, Dallas, San Antonio and Houston markets. SCHRAAD & ASSOCIATES has expertise in Grocery, Frozen Foods, Dairy, Produce, Meat, Specialty, Dollar, and International Food categories. To learn more about SCHRAAD & ASSOCIATES visit <http://www.schraadinc.com>

SCHRAAD & ASSOCIATES industry associations include the PMA, NARMS, and the NFRA.

About ALL SEASONS

ALL SEASONS is a Dallas area headquartered Food Broker that has been serving the Texas market for over 35 years. Through fully staffed offices in Dallas and Houston, ALL SEASONS services the needs off a diverse client portfolio including business in the Dry Grocery, Frozen Foods, Dairy, Specialty, Produce and International Food categories. To learn more about ALL SEASONS visit <http://www.allseasonsbrokerage.com>

ALL SEASONS employees will continue providing the same great levels of service and expertise without interruption on behalf of SCHRAAD & ASSOCIATES.

For more information;

Bill Schraad, Jr.

(405) 528-3327

billjr.schraad@schraadinc.com

ALL SEASONS DALLAS OFFICE (817) 577-8081

Patrick O'Neal

Chuck Schuelke

Ron Jantz

ALL SEASONS HOUSTON OFFICE (713) 686-6589

Louis Bart

Tom Geraci

Al Nelson