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August 23, 1997

Ms. Ellen Henigan
Branch Chief - Schools and Institutions
Food Distribution Division
United States Department of Agriculture
3101 Park Center Drive
Alexandria, VA 22302-1500

Dear Ms. Henigan:

Unfortunately I was pulled in another direction by my client Friday and had to postpone my trip to your area. I have rescheduled for September 2nd and 4th. However, to keep the ball rolling, enclosed please find some background information about my company and an outline of some of the ideas we have generated that we thought you might find beneficial in your future initiatives.

I will call you later this week to follow-up and answer any questions you might have, but more importantly to see if we can arrange a future meeting. Speak with you soon.

Sincerely,

A handwritten signature in blue ink that reads "James F. Matorin". The signature is written in a cursive style and is positioned above the typed name.

James F. Matorin

USDA

Food Recovery Initiatives

Programs

- **Awareness Campaign**
 - an event/month
- **Form Urban Network Alliance**
 - Food Banks
- **Educational Programs Targeting Kids**
- **Utilize IFMA (International Foodservice Manufacturers Association)**



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Background

James Matorin offers 20 years of broad business experience. The most recent 13 years have been in the foodservice and retail segments of the food industry in the area of marketing. He has worked extensively developing marketing and sales strategies on a local, regional, and national level. During this period, Mr. Matorin has achieved success in turning around numerous unprofitable businesses, introducing several new products, and has been responsible for consistently meeting the profit and volume objectives within assigned budget parameters for two major Fortune 500 food companies.

In 1994, Mr. Matorin founded the SMARTKETING TEAM. SMARTKETING provides marketing outsource to organizations and individuals seeking to transform relevant market insight into measurable success. The TEAM specializes in the following: 1.) Strategic planning resulting in Channel/Segment business plans, 2.) New Product Introductions; and 3.) Field Based/Micro-marketing strategies which result in the increased consumption of products by targeted consumers. SMARTKETING's current client base includes several food companies, a metal wire company, a writing instrument company, and a global consulting firm.

Prior to SMARTKETING, Mr. Matorin worked at the Campbell Soup Company. He was a member of the Food Service Division responsible for the Meal Enhancement Group (VLASIC, PREGO) and Field Based Marketing. Before he joined Campbell's, Mr. Matorin was with the Food Service Division and Retail Convenience Foods Division of the Quaker Oats Company where he led several commodity based businesses and was a member of the team that turned around Aunt Jemima Frozen Retail. He started his career with Unilever in New York City, both in a financial and marketing capacity in the Household Products (fabric softeners, dishwashing liquids) Division of Lever Brothers. Mr. Matorin is actively involved in IFMA (International Foodservice Manufacturers Association) and the recent recipient of their 1997 Sparkplug award, as well as a member of S.O.S., a non-profit organization responsible for fighting hunger in the U.S.

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FOR IMMEDIATE RELEASE

SMARTKETING GURU WINS IFMA "SPARKPLUG" AWARD

Philadelphia, PA --- One of the largest and most important food service trade associations in the United States, the International Foodservice Manufacturers Association (IFMA), has presented James Matorin, president of the Philadelphia-based marketing firm, Smartketing, its 1997 "Sparkplug" award.

Mr. Matorin received the award for his farsighted and innovative revisions of the curriculum of the Foodservice Institute's Marketing management program and for writing a unique module on new and innovative marketing techniques for the Institute. In addition to giving Mr. Matorin its prestigious "Sparkplug" award, IFMA will award a scholarship - in Mr. Matorin's name - to a student at the Foodservice Institute at Notre Dame University.

"I am, indeed, proud to be honored with the 'Sparkplug' award and the scholarship that will be awarded in my name," said Mr. Matorin. "The Foodservice business has been an integral part of my own business for years, and I have endeavored to make important contributions in helping food companies achieve ever higher levels of success. The 'Sparkplug' award is a symbol

of recognition that means a great deal to me."

Mr. Matorin has 20 years of marketing experience, much of it in the food industry. His marketing savvy has helped such corporate giants as Campbell Soup Company, Quaker Oats Company, and Lever Brothers, among various others. His company, Smartketing, provides marketing strategies and tactics that result in measurable success for its clients. In addition to introducing many new products, Smartketing creates marketing strategies that result in increased consumption of various existing consumer products.

Mr. Matorin is an active member of IFMA, which serves the nation's \$320-billion food-away-from-home market, the third largest industry in the United States. He serves on several key committees and is a member of S.O.S., a non-profit, humanitarian organization dedicated to fighting hunger in the United States.

Smartketing has offices at 1666 Callowhill Street in Philadelphia.