



FOR IMMEDIATE RELEASE

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**SAALFELD REDISTRIBUTION NAMES JOHN SIEGEL
DIRECTOR OF MARKETING**

LOVELAND, OHIO (April 2, 2007) – John Siegel has been named director of Marketing for Saalfeld Redistribution, one of the nation’s largest redistributors of top brands in the Food Service, Jan/San, Sanitary Maintenance, and Towel and Tissue categories. He will report to Carol Butler, vice president and general manager, Saalfeld Redistribution, and will be based in Loveland, Ohio at the company’s headquarters location.

“John brings a wide range of experience about the redistribution business to Saalfeld,” Butler said. “He’ll use this to drive growth, develop marketing strategies and programs, implement major initiatives, and manage promotions and key activities that include customer loyalty programs.”

Additionally, Siegel will lead the Saalfeld Redistribution Marketing Council, a team of regional business managers who work to align customer needs with supplier initiatives. The Council solicits input from the company’s 60-plus sales professionals – individuals who are in the field and in tune with the needs of independent distributors – to establish programs that will contribute to the long-term success of Saalfeld customers.

“Helping independent distributors grow their businesses profitably and efficiently while minimizing capital outlay is Saalfeld’s top priority” Siegel said. “My goal is to uncover opportunities where we can use our vast inventory and distribution strength to deliver that value.”

Most recently, John was the senior regional sales manager at the Dixie Foodservice Division of Georgia Pacific Corporation, responsible for three major redistributors, and was instrumental in developing the redistribution model used today by Dixie Foodservice. In his 20 years with Georgia Pacific, John held various positions in sales, sales management and consulting.



About Saalfeld

Saalfeld is a wholly owned division of International Paper, and operates as a stand-alone business unit. Saalfeld was founded in 1919 as Saalfeld Paper, and began to focus heavily on redistribution in 1981. The company was purchased by International Paper in 1988 and has been a redistributor exclusively for more than a decade.

In addition to offering 6,000 SKUs of premium and value-priced brands, Saalfeld brings customers high-frequency delivery, inventory management, personalized service and detailed operations/business consulting. Saalfeld sets a high standard with a national on-time delivery rate of 99%, a national accuracy rate exceeding 98% and a national fill rate of 97%. Saalfeld has in excess of 300 employees, including more than 65 outside sales professionals. The company maintains more than 2.6 million square feet of distribution space at its nine locations, with 200 delivery trucks coast-to-coast. For more information, go to: www.saalfeldredistribution.com. #####

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