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Advantage Sales and Marketing Appoints Frank Martell as Executive Vice President of Finance and Administration and Chief Financial Officer

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IRVINE, Calif.--(Business Wire)--

Advantage Sales & Marketing LLC (ASM) today announced the appointment of Frank Martell as Executive Vice President of Finance and Administration and Chief Financial Officer, effective Oct. 12.

Reporting to Chairman and Chief Executive Officer Sonny King, Martell will initially be responsible for all of ASM's Finance, Internal Audit and Information Technology functions.

"Frank brings a wealth of financial knowledge and business acumen to ASM," said King. "His track-record for operational leadership and strategic planning is vital to our business as we continue to expand our leading market position in the Sales and Marketing Agency (SMA) arena."

As Executive Vice President and Chief Financial Officer, Frank was a key member of the executive team which created a successful Initial Public Offering (IPO) for Information Service Group, Inc. (ISG). He was responsible for global financial management, investor and rating agency relations and information technology operations.

"I am very excited about the opportunity to lead ASM's financial and strategic initiatives," said Martell. "I'm looking forward to joining a great company and being part of its bright future."

Frank brings more than 25 years of leadership experience in a variety of global senior operating and financial management positions. Prior to launching ISG as a public company, he was Chief Operating Officer at ACNielsen-the world's largest market research company. Prior to being COO, he ran ACNielsen's Asia Pacific region based in Hong Kong. Frank began his career and spent 15 years at General Electric where he successfully held various financial leadership positions in operating units including GE Capital, Transportation Systems, Industrial and Power Systems and Aerospace.

Martell holds a Bachelor of Science degree in Accounting from Villanova University.

About Advantage Sales & Marketing LLC

Founded in 1987, Advantage Sales & Marketing LLC (ASM) is a premier sales and marketing agency, committed to building brand value for our clients and

customers. ASM`s cradle-to-cart-post-manufacture to consumption-customized sales and marketing solutions include headquarter sales, retail merchandising and marketing services, specializing in client and customer events, publications and assisted-selling services for the grocery, drugstore, club, convenience, natural/specialty, consumer electronic and home center industries. Headquartered in Irvine, Calif., ASM has more than 20,000 associates and 66 offices in the United States and Canada. Visit www.asmnet.com today.

ASM Corporate Communications
Stephanie Miclot, 949-797-3105
stephanie.miclot@asmnet.com

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