

Contact:

Monica McCafferty, R&R Partners
(303) 903-3394
monica.mccafferty@rrpartners.com

**EXCELL MARKETING & PROCUREMENT GROUP
AND
NISSCO RESTAURANT DEALER GROUP
ANNOUNCE STRATEGIC ALLIANCE**

DENVER – May 16, 2016 – Excell Marketing & Procurement Group and NISSCO Restaurant Dealer Group today announced a strategic alliance. Now under a common umbrella, EMPG Holding Company, the two companies look to be a market leader supporting foodservice equipment and supplies dealers.

This strategic alliance is a milestone in Excell's 20 year and NISSCO RDG's 30 year history, as well as in the buying group marketplace. The vision for this alliance is to create more opportunities for dealers and vendors to thrive. Not only will it allow the two entities to share best practices and utilize greater economies of scale, it will bring greater administrative efficiencies.

"We've never been stronger or better prepared to do what it takes to support the dealer marketplace," said Randy Brunschwig, CEO of Excell and EMPG Holding Company. "This alliance allows us to add value for both dealers and vendors and moves us forward in achieving our long-term vision for the company to be the leader in the foodservice equipment and supplies industry. We want to help our dealers thrive, positioning them for long term growth."

"This is an exciting time in our company's 30 year history," said Scott Hunter, CEO of NISSCO RDG. "The offerings of our two companies complement one another; this alliance is a natural yet focused alignment."

For Excell and NISSCO RDG dealer partners, this will offer access to more robust, comprehensive programs that cater to their individual business and industry-specific needs. The alliance will provide combined buying power to the benefit of both organizations' dealers.

At the same time, Excell and NISSCO RDG vendor partners will benefit from training programs and unique processes designed to increase share of wallet with our collective dealers. Historically, for example, Excell has delivered significant incremental volume to its partners, achieving mid-teen growth annually dating back to 2003.

The two companies' dealer facing operations will continue to operate independently, with no immediate or long-term disruptions in their business.

"Excell and NISSCO RDG have independently strived to be the leader in their markets. This strategic alliance is a proactive step forward to lead the dealer market as opposed to reacting to market conditions," stated Brunschwig. "We're confident that our standing in this market is solid, and over time, our dealer base will only get stronger as we lead with best in class initiatives and innovation. Simply put, Excell and NISSCO RDG are stronger together."

About Excell

Founded in 1995, Excell is the premier nationwide buying group of foodservice equipment and supplies members. Excell currently has more than 135 dealers in 42 states and one of the largest vendor program offerings in the industry. Through strong programs, education & training, procurement processes and marketing resources, Excell supports our partners with integrity and a commitment to excellence.

About NISSCO RDG

Founded in 1985, NISSCO RDG is a nationwide network of more than 130 independent dealers of foodservice equipment and supplies and represents over 100 leading industry manufacturers. NISSCO RDG provides distinctive marketing programs and services to build lasting value and increase revenues for all our business partners.

###