

## CROSSMARK Acquires TNT Marketing



Pictured above:  
Left: Jeff Neihart from CROSSMARK  
Right: Kenneth Fries from TNT Marketing

FOR IMMEDIATE RELEASE

April 5, 2010

Plano, Texas – CROSSMARK® has announced the acquisition of TNT Marketing®, a national convenience store broker based in Arlington, Texas.

“The addition of TNT Marketing to our existing convenience store business transforms our company’s convenience store channel business capabilities,” said CROSSMARK’s Jeff Neihart, Vice President and Managing Director.

Kenneth Fries has been named Vice President of Convenience and will lead the integration efforts of the 2 companies. Fries has served as President of TNT Marketing for the past 6 years and has helped solidify the company’s leadership position within the convenience store class of trade. Prior to joining TNT Marketing, Fries spent over 26 years with 7-Eleven, where he held responsibilities in Operations and Merchandising.

“The decision to sell TNT Marketing was one that our partners considered very carefully,” said Fries. “After a thorough evaluation, we believe that CROSSMARK will be best at helping us solve our business challenges because it offers the enhanced capabilities we seek. The combined efforts of TNT Marketing and CROSSMARK will create a remarkable force by means of the depth of our convenience store industry expertise and the breadth of the resources we can now apply to servicing the manufacturers we represent and the customers we serve.”

CROSSMARK’s Chief Operating Officer, Ben Fischer, added: “We view this acquisition as the opportunity to take the lead as the sales agency of preference in the convenience channel. The strength of CROSSMARK combined with the systems, processes and management team that TNT Marketing brings to our company in convenience will allow us to provide tremendous service to our clients and customers.”

The new organization will do business as “TNT Marketing, a division of CROSSMARK.”

### **About CROSSMARK®**

CROSSMARK is a professional services company that helps consumer goods manufacturers and retailers reach their performance objectives. The company’s principal areas of focus are Headquarters Sales, In-store Solutions, Business Intelligence, Data Collection, Retailer Solutions, Home Improvement Services, Event Marketing, and Software Development. In business for more than 100 years, CROSSMARK employs more than 20,000 associates worldwide in offices in the U.S., Canada, Mexico, Australia and New Zealand. Headquartered in Plano, Texas, CROSSMARK is a privately owned corporation whose mission is to be the best

business services company within the consumer goods industry by delivering growth solutions and exceptional service.

**About TNT Marketing®**

TNT Marketing is a leading sales and marketing organization in the convenience store industry. It represents many recognized consumer products in top C-store categories, including automotive, beverages, food service, frozen foods, grocery, general merchandise, HBC and salty and sweet snacks.

For more information, please contact:

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