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Media Contact:

Keith Kantor
(770) 448-5300
kkantor@ServiceFoods.com

Service Foods Earns Designation as one of Atlanta Business Chronicle's Healthiest Employers

The inaugural awards recognize the top companies leading the way in workplace wellness

ATLANTA, February 21—Service Foods, a leading provider of all-natural foods for home delivery, was recently recognized as one of Atlanta Business Chronicle's Healthiest Employers during a ceremony honoring companies who are role models for supporting a healthy lifestyle.

Service Foods was named the No. 2 company in the Medium Company category during the awards program held at the Georgia Aquarium on February 18. Service Foods was chosen from hundreds of companies that participated in the contest, and ten 2011 Healthiest Employers were each selected in three categories: Large Company with 500 or more employees; Medium Company with 100-499 employees; and Small Company with fewer than 99 employees.

Service Foods has long focused on improving the health and wellness of both clients and employees through education, proper nutrition, all-natural food and expert fitness training. The company's registered dietitian provides employees and clients with health assessments, and the in-house registered nurse, doctors, certified fitness experts and certified all-natural chefs also help them with additional details of the individual programs. The services are offered to every Service Foods employee and client at no charge, and are designed to address each individual's health concerns, such as diabetes or high blood pressure.

Service Foods also promotes wellness programs and contests such as "The Biggest Loser" for its employees. More than 90 percent of employees participate in these programs, and prizes are frequently awarded to participants who lose weight, lower their blood sugar, stop smoking or improve their running times. During the company's last 90-day contest, 32 employees collectively lost 436 pounds, four people quit smoking, blood pressure was lowered by 204 points, glucose levels were lowered by 77 points and bad cholesterol levels were lowered by 389 points.

"It was quite an honor to be selected and recognized for the commitment that Service Foods has made to bettering employee health," says Dr. Keith Kantor, CEO of Service Foods. "Our

team at Service Foods is dedicated to improving America's health one family at a time, and we realize that mission begins in our workplace.”

To facilitate the 2011 Healthiest Employers contest, the Atlanta Business Chronicle teamed with Healthiest Employers, a wellness technology and data research company focused on corporate wellness. Atlanta-area companies were then invited to participate in a survey that measured their workplace wellness efforts. Data from the surveys was collected and an online assessment tool measured wellness programming in six key categories: culture and leadership commitment, foundational components, strategic planning, communication and marketing, programming and interventions, and reporting and analysis.

About Atlanta Business Chronicle

Founded in 1978, Atlanta Business Chronicle is one of the nation's top business newspapers. Written for local business executives and professionals, it reports in-depth stories about the industries, business trends, events and people in Metro Atlanta. The Atlanta Business Chronicle is owned by American City Business Journals, which publishes 41 weekly business journals in major U.S. markets. For more information, visit www.bizjournals.com/atlanta.

About Service Foods

Service Foods offers a full line of all-natural foods free from growth hormones, preservatives, steroids, antibiotics and colorings. The company provides free delivery directly to customers' homes. In addition, dietitians, nurses, visiting doctors and fitness experts are on staff to counsel clients in leading a healthier lifestyle. Service Foods has been in business since 1981 and is based in Atlanta, Georgia, with warehouses in several states. To learn more about Service Foods, Inc., visit www.ServiceFoods.com.

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