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Service Foods Receives Atlanta Business Chronicle's Pacesetter Award for the Third Year in a Row

Service Foods is honored as one of Atlanta's fastest-growing privately held companies during the 15th Annual Pacesetter Awards featuring keynote speaker Governor Nathan Deal

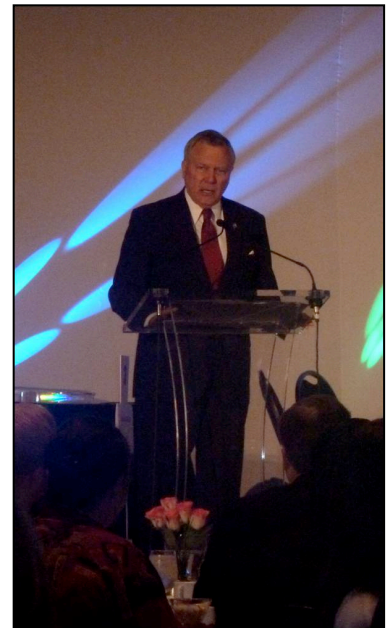
ATLANTA, April 19—Service Foods, a leading provider of all-natural foods for home delivery, was recently honored for its outstanding growth during the 2011 Atlanta Business Chronicle's Pacesetter Awards. This marks the third consecutive year that Service Foods has ranked as one of Atlanta's fastest-growing companies.

This year, Service Foods earned the distinction of being the seventh fastest-growing privately held company in the Metro Atlanta area, having increased its revenue by 824 percent from 2008 to 2010. During that same timeframe, Service Food's workforce grew by 144 percent.

To qualify for this distinction, companies must be privately held, headquartered in the 20-county metro area and not be a subsidiary of another company. Companies must also have been established in the first quarter of 2008 or earlier, experienced two-year growth in sales of more than 50 percent and garnered revenue between \$1 million and \$300 million in 2010.

During the April 15 awards ceremony held at the Cobb Galleria Centre, Georgia Governor Nathan Deal addressed winners of the Pacesetter Awards. He praised their efforts and congratulated their role in improving the state's economy and job market.

Service Foods CEO Dr. Keith Kantor credits his company's impressive growth to increased public awareness of the importance of healthy living, along with a large increase in referrals from doctors, chiropractors and insurance companies. Service Foods' vision is to improve America's health through education, proper nutrition, all-natural food and expert



Georgia Governor Nathan Deal addresses attendees at the 15th Annual Atlanta Business Chronicle Pacesetter Awards ceremony

fitness training, thus helping to end the healthcare crisis in America.

“Service Foods is thrilled to be ranked in this year’s Pacesetter Awards. The recognition is a testament to the strength of our company, our employees and our efforts to improve the health of America, one family at a time,” said Service Foods’ CEO Dr. Keith Kantor. “While we are very pleased with our progress, we plan to build on our success to further educate the public on the importance of healthy living and proper nutrition through all-natural foods.”

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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