



Mission Statement

Performance Sales & Marketing is a value-added sales and service organization that is committed to bringing fact based marketing and merchandising opportunities to our manufacturers and customers through expert representation of consumer products designed to exceed sales goals.

Policy

To identify and communicate all market changes, reactions and results that affect the principal's brand as they occur to overcome problems and take advantage of opportunities.

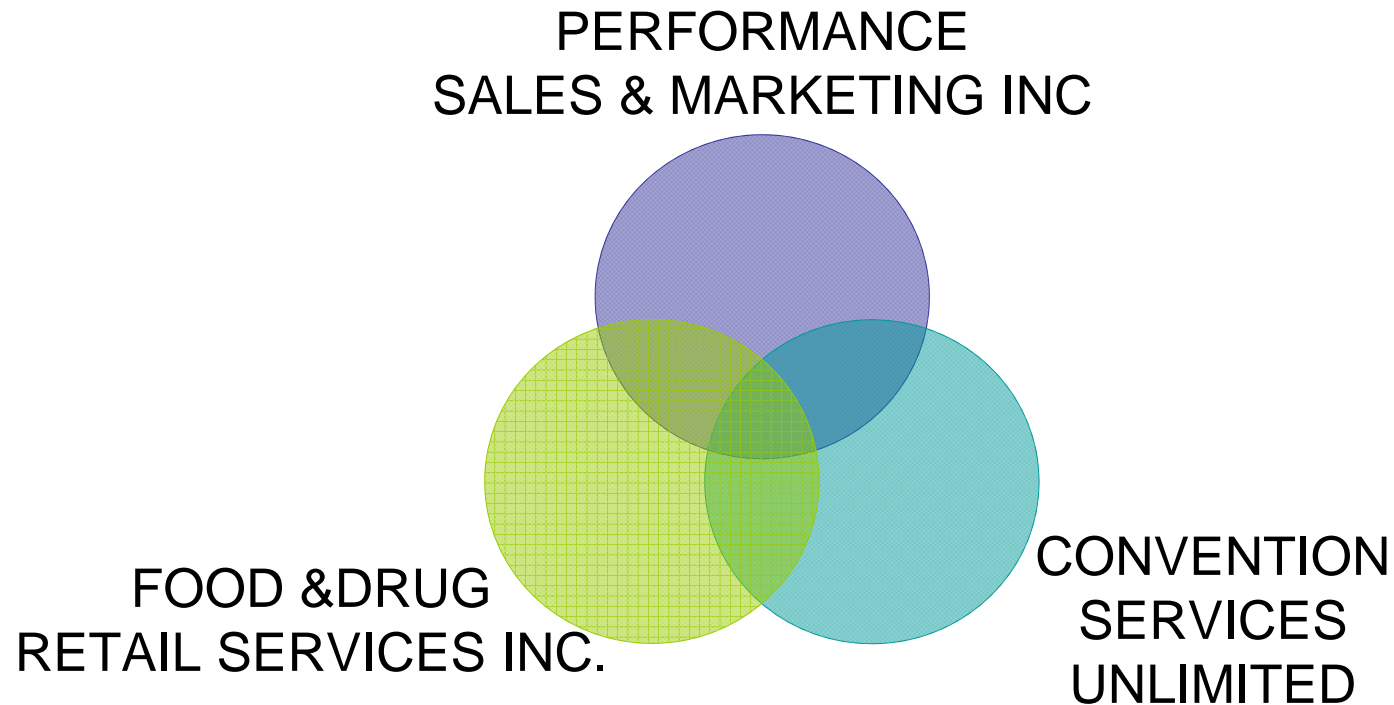
Snapshot

- Founded in 1991
- President: Frank Parise
- Employees: 20
- General Trade Area: Metro & Upstate NY, Mid Atlantic, New England, C&S Footprint
- HBC, GM, Baby, Grocery
- Office: Clifton, New Jersey
- Trade memberships: NACDS, NAGMR, IHA

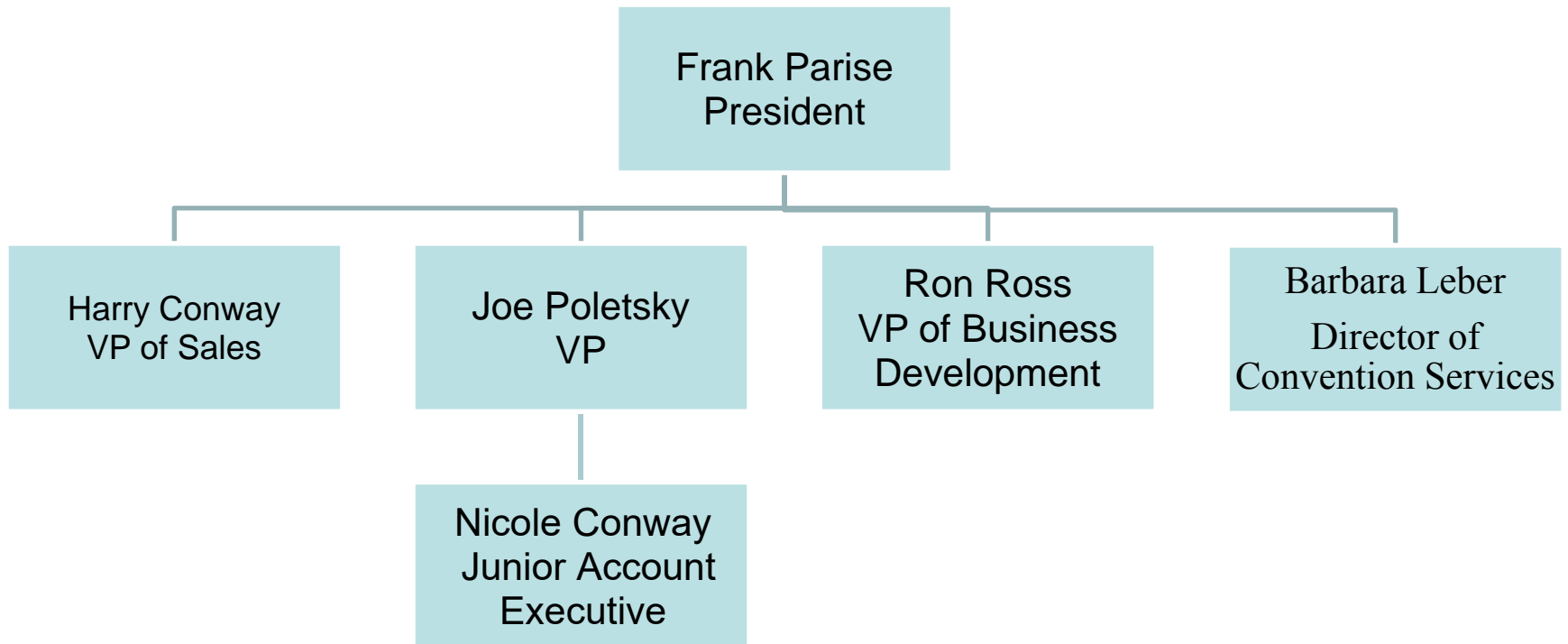
PSM provides:

- Job descriptions for all employees
- Job performance reviews
- Objectives by account
- Weekly headquarter planning and objectives reports
- Account goals and objectives work sheet
- Weekly itinerary reports
- Scheduled retail executive meetings
- Account profile sheets- including a schedule, policies, and category reviews
- New product introductions or sheets
- Pricing surveys
- Training programs
- Pro-forma of marking plan for new product introduction
- Yearly planning sessions by principal for each major account
- Personal interactions in connection with computerized organization
- A team of dedicated, professional, talented people working towards a common goal

Over View of All Services



Sales Organization



Drug Chains Account Responsibility

Account	HBC	GM
CVS	Joseph Poletsky	Joseph Poletsky
CDC	Frank Parise	Frank Parise
Harmon Stores	Harry Conway	Harry Conway
Kinney Drug	Frank Parise	Frank Parise
Rite Aid	Joseph Poletsky	Joseph Poletsky
Value Drug	Joseph Poletsky	Joseph Poletsky

Wholesale/Distributors Account Responsibility

Account	HBC	GM
Amerisource Bergan	Frank Parise	Frank Parise
H. Schultz	—	Harry Conway
Kinray	Joseph Poletsky	
L & R	Nicole Conway	
Rochester Drug Corp.	Joseph Poletsky	Joseph Poletsky
Samar Distributors	—	Harry Conway

Food Chains Account Responsibility

Account	HBC	GM	Grocery
A.W.I	Harry Conway		
Ahold	Harry Conway Joseph Poletsky	Harry Conway Joseph Poletsky	Harry Conway Joseph Poletsky
Big Y	Joseph Poletsky	Joseph Poletsky	Joseph Poletsky
C&S Wholesalers	Harry Conway	Harry Conway	Harry Conway
Foodtown	Harry Conway	Harry Conway	Harry Conway
Giant Carlisle/Stop & Shop	Harry Conway Joseph Poletsky	Harry Conway Joseph Poletsky	Harry Conway Joseph Poletsky
Giant Eagle	Joseph Poletsky	Joseph Poletsky	Joseph Poletsky
Hannaford	Joseph Poletsky	Joseph Poletsky	Joseph Poletsky
Imperial	Joseph Poletsky	Joseph Poletsky	
Key Foods	Harry Conway	Harry Conway	Harry Conway

Food Chains Account Responsibility Cont.

Account	HBC	GM	Grocery
King Kullen	Joseph Poletsky	Joseph Poletsky	Joseph Poletsky
Kings	Harry Conway	Harry Conway	Harry Conway
Price Chopper	Joseph Poletsky	Joseph Poletsky	Joseph Poletsky
Tops Markets	Joseph Poletsky	Joseph Poletsky	
Wakefern/Shoprite	Ron Ross/ Joseph Poletsky	Joseph Poletsky/ Ron Ross	Ron Ross
Wegmans	Joseph Poletsky	Joseph Poletsky	Joseph Poletsky
Weis	Harry Conway	Harry Conway	

Specialty Account Responsibility

Account	Coverage
Baby Depot	Frank Parise
BuyBuy Baby	Harry Conway
National Wholesale	Nicole Conway
Quality King	Nicole Conway

Merchandising Team

Frank
Parise

Mary Anne
Menist

Dorothea
Mazzeo

Jan
Meyers

Joel Bercy

Marilyn
Olsen

Maryann
Gajewski

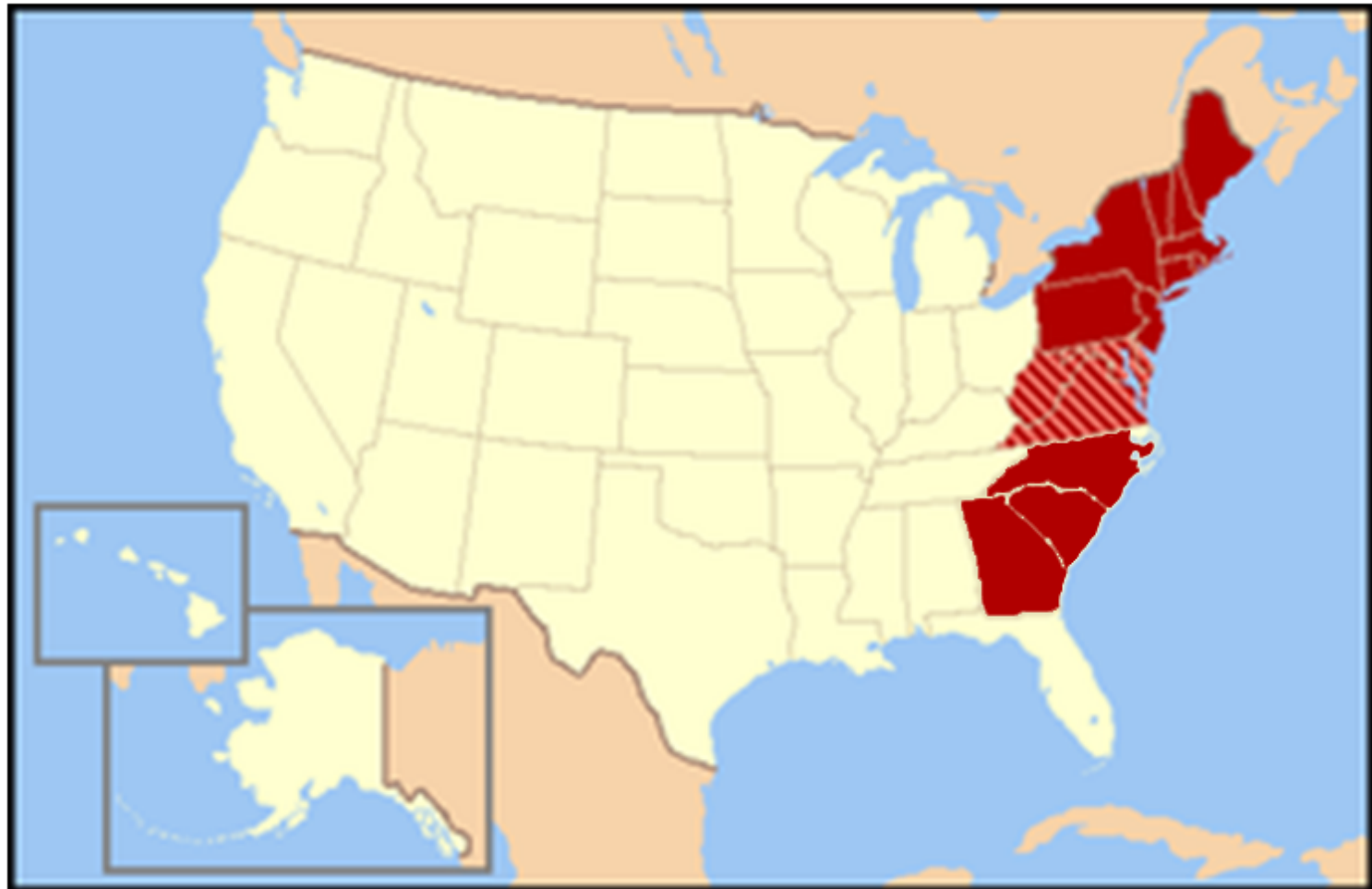
Retail Merchandising/ Execution Coverage Responsibilities:

- Store resets
- Shelf allocation & maintenance
- Space management
- Distribution checks
- Pricing surveys
- Promotional support

Support Services:

- Friendly customer service
- Prioritized seasonal and promotional order tracking
- MDF management
- MCS/broker information systems
- Electronic bulletin board
- Internet communication
- Complete ECR capabilities
- APOLLO

Trading Area



Distribution Channels

Food

- Marsh
- KeyFood
- Wakefern
- Price Chopper
- Wegmans
- Tops
- Hannaford
- Big Y
- Giant Carlisle/
Stop & Shop
- Weis
- PigglyWiggly
- SE Grocers

Drug

- CVS
- Harmon
- Kinney
- Rite Aid

Baby

- Bye Bye Baby
- Baby Depo
- Jet.com

Specialty

- Bed Bath and Beyond
- Burlington

Houseware Distributors

- Samar
- H Schultz

Distributor

- Kinray
- C & S
- Imperial
- UNFI
- Associated
Wholesalers
- L & R
- BiLo Distribution
- SDA
- Amerisource Bergen
- Frankel & Frankel
- Rochester Drug

REPRESENTED BRANDS HBC



REPRESENTED BRANDS GM



HBC VENDORS



*Mason Natural
Vitamins*



Perfect formula.
Extraordinary results.™

GM VENDORS



Roster

- Frank A Parise – President
- Harry Conway –VP HBC
- Joseph Poletsky – Vice President
- Barbara Leber- Director Convention Services
- Ron Ross –VP Business Development
- Mary Anne Menist- Director of Retail
- Jerry Biarsky – Director of Sales Operations
- Helen Totaro – Customer Service
- Nicole Conway– Customer Service
- Phyllis Shattes – Customer Service

For more information regarding



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