



NEWS RELEASE

For Immediate Release:

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Hill & Valley New Regional Managers

(ROCK ISLAND, Ill.) Hill & Valley, a Rock Island-based manufacturer of no-sugar-added and sugar-free desserts, announces the addition of 2 new Regional Managers.

Hill & Valley hired Randy Hall in March of 2004, as the Southern Regional Sales Manager. In December of 2004, Hill & Valley hired Jim Kauffman as the Northern Regional Sales Manager.



Randy Hall is located in Birmingham, Alabama and has 19 years of Sales & Marketing experience. Randy's experience includes sales positions with Unilever and Ventura Foods.



Jim Kauffman is located in Baltimore, Maryland and has 20 years experience in Sales & Marketing with accomplishments in strategic and tactical sales planning. Jim's experience includes positions with Pepsi, Wolferman's and Miss Meringue.

"This investment in our Salesforce will strengthen our service to our customers. We continue to bring innovative, sugar-free and no sugar added desserts for those who must or want to reduce sugar in their diets," noted Scott Florence, President. Hill & Valley is America's leading source of sugar free and no sugar added desserts.

For more information, call 1-800-480-0055 or go to www.hillandvalley.net.

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