



News Release
For Immediate Release

Contact: Customer Service, Peters Imports
(616)261-5405, cs@petersimports.com

**PETERS IMPORTS ANNOUNCES NEW
SALES AND MARKETING DIRECTOR**

Grandville, MI, August 28, 2008 –Peters Imports announced today that effective 9/1/08, Belton “BJ” Joyner will join the staff as the Sales and Marketing Director.

BJ has a wealth of experiences in the specialty food industry in retail, brokerage and distribution channel responsibilities including positions with Fresh Market, Millbrook Distributing, and Wythe Will. BJ also owned his own company, Specialty Connection.

“I have known BJ for a number of years as a competitor and, more recently, as a broker – selling us products,” explains Ed Peters, President of Peters Imports. “We are very excited to have BJ join our team!”

He will manage the strong National network of reps and brokers, and build on the exceptional inside sales and marketing teams of Peters Imports in Michigan and Florida. He will develop promotional programs and geographic territories with the goal of offering superior product support for our customers.

A move to Michigan will happen eventually, but for now he will be based in Williamsburg, Virginia with his wife and 3 sons.

Peters Imports is a family owned wholesale distributor of fine gourmet foods and confections with warehouse operations in Michigan, Florida, and Minnesota.

Peters Imports, Inc
3040 Remico SW
Grandville, MI 49418
www.petersimports.com

Issued by:
Sharon Peters, Marketing Dept.
616-724-3187