



FOR IMMEDIATE RELEASE

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PURCHASE AGREEMENT FOR TREE OF LIFE ANNOUNCED

Tree of Life's parent company, Royal Wessanen nv, announced today that they have reached an agreement to sell the company's natural and specialty food distribution businesses in North America, including Tree of Life U.S. and Tree of Life Canada, to Kehe Food Distributors, Inc. based in Romeoville, Illinois. An early 2010 closing date is expected.

Earlier this year, Wessanen announced plans to investigate divesting their North American businesses in order to realign their business portfolio and focus their future business development on their European companies. Wessanen purchased Tree of Life in December of 1985 as their entry into the rapidly growing natural and organic food business in the United States. Wessanen provided the financial resources that eventually allowed Tree of Life to become the first nationwide distributor of these products to natural food stores and supermarkets. While the company has enjoyed much success, Tree of Life senior management is enthusiastic about what the purchase of the company by Kehe will mean for the future.

"This is a good fit for Tree of Life," said Tree of Life President and CEO Richard Lane. "Kehe has been a long time distributor of natural and specialty foods and their commitment to excellence mirrors our own."

"This is a partnership that benefits both of our companies," said Troy Bencoter, Senior Vice President of Supermarket Sales. "Together we will continue to improve the services that we provide to our retail customers and suppliers."



Greg Leonard, Senior Vice President of Natural Food Sales agrees with Benscoter, “It is obvious to me that Kehe is excited by Tree of Life’s strong presence as a distributor to natural food stores and wants to see their business in that class of trade grow significantly in the coming years. Given that there are unmet retailer needs in the marketplace, the new company has tremendous opportunities for growth.”

According to Jamie Moody, President of Tree of Life Canada, a similar opportunity awaits Kehe there. “Kehe does not currently have a presence in Canada. I look forward to growing with them in this important market.”

Tree of Life is a leading marketer and distributor of natural, organic, gourmet, specialty, and multicultural food products to supermarket chains, independent grocers, natural/health food stores, and specialty/ethnic stores throughout the U.S. and Canada. Tree of Life’s network of sales associates, vendors and retailers is supplied through 10 distribution centers across the U.S. and three distribution centers in Canada. Their goal is to meet the needs of retailers and suppliers through excellence in distribution, marketing and merchandising, and continuous improvement of their business practices.

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