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FOR IMMEDIATE RELEASE

E S FOODS ANNOUNCES EXECUTIVE STAFF APPOINTMENTS

Woodbury, New York, March 2, 2010 – The first order of business for the newly-named E S Foods, formerly East Side Entrees, is to announce the promotion of Jeff Rowe to Chief Operating Officer and to welcome Bryan Mullen to the company as Managing Director of Meal Programs. Despite its new name and new look, E S Foods is still the same company that for more than a decade has been a major supplier of nutritious “kid-friendly” products to school systems throughout the U.S.

Newly-promoted to Chief Operating Officer from Vice President, Jeff Rowe has been with the company since its inception in 1998. As C.O.O., Rowe will oversee the overall operational and sales efforts of E S Foods.

“Jeff has helped our company grow to become a leader in ‘grab ‘n go’ breakfasts, and has expanded our product line to include solutions for classroom breakfast, alternate site and summer feeding, and after-school meal programs,” says Gary Davis, E S Foods’ C.E.O. and founder.

“We are devoted to becoming a resource to foodservice directors, to offer solutions to challenging issues facing school and community foodservice programs today,” says Rowe. “We believe that Bryan Mullen will bring a new, creative perspective to meet our customers’ needs.”

Mullen has 24 years experience in the media industry with CBS, Turner, Disney, and Nicktoons, where he worked in the areas of finance, strategic planning and sales management. He served as Vice President of Ad Sales for MTV Network/Nickelodeon, and prior to that was

Vice President of Ad Sales for Disney Kids Network. In those posts he led the successful Ad Sales launch of cable networks Nicktoons, and Toon Disney, respectively.

Mullen's primary role at E S Foods will be to work closely with the company's Breakfast BREAKS and Meal BREAKS lines, expand and develop opportunities with large school districts throughout the country, and help schools initiate and expand Classroom Breakfast programs.

"Bryan's experience with children's markets will be a real asset to E S Foods since children are the consumers of our products," says Davis. "One of our criteria for product development is that it must be 'kid-friendly' – something Bryan has extensive experience with coming from Disney and Nickelodeon."

Mullen received his MBA in finance from NYU's Stern School of Business in 1983 and his B.S. degree in business from State University of New York at Buffalo in 1981.

Last week E S Foods announced their new name and launched their new website. For more information, visit www.esfoods.com.

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