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FOR IMMEDIATE RELEASE

Service Foods Cultivates Relationship with Fellow Award-Winning Company The Elf on the Shelf

The successful Georgia-based businesses are working together to bring joy to clients during the holiday season

ATLANTA, October 25—Service Foods, a leading provider of organic and all-natural foods for home delivery, has established a relationship with Marietta, Georgia-based The Elf on the Shelf in an effort to bolster business for their companies and the metro Atlanta region as a whole.

As part of their work together, Service Foods is making available to its Georgia clients the vintage-style elf dolls made popular by The Elf on the Shelf. The festive elves, which feature pointy shoes, ears and hats, can be registered as members of Santa's North Pole team on the company's interactive website.

"These adorable elves are always a big hit around the holidays, and we're happy to make them available. This is a wonderful way for both companies to bring some joy to the children and grandchildren of Service Foods' great clients," said Dr. Keith Kantor, CEO of Service Foods. "This also goes hand-in-hand with work we do with the U.S. Marine Corps. Toys for Tots program during the holiday season."

Kantor continued, "We're always happy to build bridges with local companies who share our same approach to excellence and innovation, and Elf on the Shelf has certainly proven itself as a successful Georgia business."

Earlier this year, both Service Foods and The Elf on the Shelf were named as finalists for the Ernst & Young Entrepreneur Of The Year Award, the world's most prestigious business award for entrepreneurs. Past winners include Fortune 500 companies such as Oracle, Dell and Home Depot.

Both companies were also listed on the 2010 Inc. 500 list, an exclusive annual ranking of the nation's fastest-growing private companies. The 2010 Inc. 500 list measured revenue growth from 2006 through 2009. To qualify, companies had to be U.S.-based, privately held, for-profit and independent as of December 31, 2009, and had to meet specific, audited revenue milestones. The Inc. 500 list puts Service Foods and The Elf on the Shelf among an elite group that over the years has included Microsoft, Under Armour, Jamba Juice and E*Trade.

About The Elf on the Shelf

The Elf on the Shelf was created when mother-daughter duo Carol Aebersold and Chanda Bell wrote *The Elf on the Shelf*, a book detailing their family's traditional tale of an elf who joined the family during the holiday season to act as Santa's eyes and ears. The company has grown since its founding in 2005 by adding elf toys, elf-sized clothing, and other toys and gifts to its product line. For more information, visit www.elfontheshelf.com.

About Service Foods

Service Foods offers a full line of organic and all-natural foods free from growth hormones, preservatives, steroids, antibiotics and colorings. The company provides free delivery directly to customers' homes. In addition, dietitians, nurses, visiting doctors and fitness experts are on staff to counsel clients in leading a healthier lifestyle. Service Foods has been in business since 1981 and is based in Atlanta, Georgia, with warehouses in several states. To learn more about Service Foods, Inc., visit www.ServiceFoods.com.

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