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FOR IMMEDIATE RELEASE

Service Foods CEO Honored as Finalist for Ernst & Young Entrepreneur Of The Year 2010 Award

Keith Kantor recognized for his entrepreneurial excellence in the manufacturing and distribution category

Atlanta, July 1—Service Foods, a leading provider of organic and all-natural foods for home delivery, has announced that its Chief Executive Officer, Keith Kantor, PhD, has been honored as a finalist for the Ernst & Young Entrepreneur Of The Year Award in the manufacturing and distribution category for the Alabama, Georgia and Tennessee region.

The Ernst & Young Entrepreneur of the Year Award program recognizes entrepreneurs who demonstrate extraordinary success in the areas of innovation, financial performance and personal commitment to their businesses and communities. The finalists, who were selected by an independent panel made up of regional academic, business and community leaders, were honored during an awards gala on June 24 at Intercontinental Hotel Buckhead in Atlanta.

“Being selected as a finalist for the Ernst & Young Entrepreneur Of The Year Award is a great honor for me, as well as for Service Foods. It is a privilege to be in the company of the many prestigious organizations that have earned the award over the years,” remarked Kantor.

He continued, “For Service Foods to make the final eighteen out of the thousands of entries is such an honor, and our recognition in the final three in the manufacturing and distribution category goes beyond our greatest expectations. I am lucky to have the best employees any company or CEO could wish for, and I consider it an honor and privilege to work for them.”

Now entering its 24th year, Ernst & Young Entrepreneur Of The Year is the world’s most prestigious business award for entrepreneurs. Past winners include Fortune 500 companies such as Oracle, Dell and Home Depot. “Entrepreneurship is especially vital as our nation continues its recovery,” said Joseph A. King, partner and Alabama/Georgia/Tennessee Director of the Ernst & Young Entrepreneur Of The Year program. “These finalists create jobs in our area, encouraging healthy growth, development and innovation in the local economies.”

Under Kantor’s leadership, Service Foods has invested significant company resources into marketing, recruiting and information technology, thus resulting in double-digit revenue growth and inclusion in *Inc.* magazine’s 5,000 Fastest Growing Privately Held Companies in America.

Founded in 1981, Service Foods now employs more than 165 and provides its all-natural and organic gourmet food to customers through seven offices in three states.

About Ernst & Young's Entrepreneur Of The Year Awards Program

Ernst & Young's Entrepreneur Of The Year is the world's most prestigious business award for entrepreneurs. The award makes a difference through the unique way it encourages entrepreneurial activity among those with potential and recognizes the contribution of people who inspire others with their vision, leadership and achievement. As the first and only truly global award of its kind, Ernst & Young Entrepreneur Of The Year celebrates those who are building and leading successful, growing and dynamic businesses, recognizing them through regional, national and global awards programs in more than 135 cities in 50 countries.

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 <http://www.ServiceFoods.com>.

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