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**AHB Foods Expands Its Management Team  
American Express Executive to Join with Industry Veterans**

April 12, 2007 – Cherry Hill, NJ – Effective March 2, 2007, Jay Roseman, a former executive at American Express, has taken the role as President of AHB Foods (AHBF), a national manufacturer of high-end artisan breads and dessert specialties as well as the recently acquired The Classic Cake Co. with retail locations in both Cherry Hill and Voorhees, New Jersey. As President, Mr. Roseman will take part in the company's strategic planning, marketing and day-to-day operations.

Prior to joining AHB Foods, Jay Roseman was leading the sales organization for American Express Advisory Services in Business Travel. His team helped Fortune 100 companies find efficiencies in Travel & Entertainment expenses. From 2000 to 2006, Mr. Roseman was Vice President of Corporate Meeting Solutions where he has overall management responsibility for American Express Business Travel's meetings expense management platform in North America. Over the years, he helped grow this business into an industry-leading, multinational organization.

"This is a wonderfully challenging opportunity and one that will require leveraging all areas of my experience," states Jay Roseman, President, AHB Foods. "It is the complexity of this new role that makes this venture even more exciting."

Mr. Roseman will work closely with AHB Food's management team, which includes Barry Kratchman, Bret Gold and Chef Robert Bennett.

Barry Kratchman, a Company Director, is responsible for the bread manufacturing and an integral part of product development, quality control and finance. Since 1990, Barry has led Delaware Valley Fish Company, the nation's leading fresh water eel exporter located in Norristown, Pennsylvania, and more recently, South Shore Trading, the Canadian affiliate

located in Port Elgin, New Brunswick. He has managed the expansion to both farm-raised and wild species of other live fish, supervises the state-of-the-art tank facility and oversees all facets of the company's worldwide distribution of fresh frozen and live seafood.

Bret Gold, SVP of Sales, leads the company's business development efforts, including commercial sales, customer service and client retention. His responsibilities also include the management and expansion of the company's sales force. Prior to AHB Foods, Bret Gold partnered in the evolution of BK Foods, the area's leading distributor of gourmet hor d'oeuvres, fresh citrus and other specialty foods located in Southwest Philadelphia, Pennsylvania. Over the years, he has worked in all business areas, including purchasing, operations and sales. His efforts resulted in building a sales team of ten (10) with revenue exceeding \$13,000,000.

Robert Bennett, Executive Chef, is the creative driving force behind AHB Foods' product offerings and introduces unique, customized breads and desserts to the commercial market. The 14-year veteran pastry chef from Le Bec Fin is responsible for ensuring the company's the high quality product standards and product development. Over the years, Robert competed in numerous competitions worldwide and in 1989, he represented the United States in the premier World Cup Pastry Championship in Lyon, France where the U.S. team won fifth place. An active member of the culinary community, he was one of the original members appointed to the Board of Directors of the North American Pastry Chef's Association. He is also co-founder of the Philadelphia Pastry Society and was honored by NECI with their "Distinguished Graduate Award." Robert was recently named U.S. Ambassador for the Barry-Callebut Chocolate Company and was the U.S. Judge at the 2005 World Chocolate Master Championships in Paris, France.

AHB Foods ([www.AHBFoods.com](http://www.AHBFoods.com)) is a national manufacturer of high-end, fresh and par-baked, artisan breads and dessert specialties, featuring gelato, sorbet, cakes, pastries and cookies located in Cherry Hill, New Jersey.

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