



Preferred Meal Systems, Inc.

Quality food and service, simplified.™

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NEWS RELEASE

FOR IMMEDIATE RELEASE:

Preferred Meal Systems Delivery Trucks to Carry Meals and Nutrition Messages

BERKELEY, ILL -- November 30, 2010 – Preferred Meal Systems, Inc., announces today that they are undertaking an important step to communicate the importance of good nutrition to students. Preferred Meal Systems delivery trucks to the Chicago Public Schools (CPS) with breakfast and lunch meals for the schools will now include messages and graphics to reinforce the importance of good nutrition.

Preferred Meal Systems, Inc., a national supplier of healthy, well-balanced component meals has converted its dedicated fleet of CPS delivery trucks into mobile billboards. Preferred Meal Systems has eleven 23-ft. trucks delivering meals every week to 180 CPS locations. Chicago Public Schools serves 417,855 students in 675 schools. It is the nation's third largest school district.

One truck message tells students to "*MORNING MAX -- Maximize your day with breakfast,*" and another message, "*Delivering Breakfast to the Classroom*" promotes the importance of a good breakfast to succeed.

"Our joint effort with Preferred Meal Systems goes beyond just providing healthy meals. We want to continually try to nutritionally educate school children and impact their

dietary habits with every message and visual opportunity available to us,” said CPS Logistics Officer Louise Esaian. “By placing a message banner and custom graphics on these delivery trucks we take advantage of another way to communicate to our students,” she added.

Preferred Meals Systems and CPS are among the first to combine meal delivery with a nutritional billboard message to students on delivery trucks. The messaging was selected by CPS from a variety of concept options. There will be no additional costs to CPS to include the messaging on the delivery trucks. Preferred Meal Systems is planning to include customized messages and graphics to reinforce the importance of good nutrition to other large school districts across the country.

“We are hopeful that the messaging on our trucks will help CPS efforts to educate and reinforce to students the importance of food and nutrition. Together with CPS we have worked to make our breakfast and lunch selections for students healthier and even more appealing,” said George A. Chivari, President & CEO Preferred Meal Systems. “Over the long term, the truck billboards may be able to help impact children’s attitudes and behavior regarding food,” he added.

Industry analysts, researchers and trade representatives have all researched the effectiveness of mobile billboards. According to the American Trucking Association, 91% of a group intended to see a message notice the text and graphics.