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Photo available at: <http://www.certifiedangusbeef.com/photos/specialistTJ.jpg>



Gale Rhoads, Marty Berlin (left) and Mark Polzer (far right) of CAB® present T.J. Leonard, SYSCO Food Services of Central California with the Specialist of the Year award.

SYSCO Central California specialist recognized as CAB's best

WOOSTER, Ohio – Feb. 15, 2008 – T.J. Leonard of SYSCO Food Services of Central California Inc., Modesto, Calif., was recognized as Specialist of the Year by Certified Angus Beef LLC (CAB). The national award, presented at CAB's annual foodservice seminar, recognizes Leonard's success in driving *Certified Angus Beef*® brand sales and his commitment to the brand.

"T.J. is extremely creative and relentless in his support for the brand," said Mark Polzer, CAB's vice president of business development. "He's been described as a rabid supporter of the *Certified Angus Beef*® brand – and it's meant as a compliment."

In addition to driving sales of *Certified Angus Beef*® brand products, criteria for the Specialist of the Year title include excelling at the education of a sales team and culinary professionals, focusing on brand awareness and offering unwavering attention to the integrity of the brand. CAB staffers who have worked with Leonard attest he excels in all of those areas – and more.

"T.J. really shines when it comes to creative and effective promotions," said Gale Rhoads, CAB's director of business development – Western Region. "Plus, he consistently uses the marketing tools our brand makes available to him, and does so at an unparalleled level."

As the CAB specialist for SYSCO Central California, Leonard led sales staff in growing *Certified Angus Beef*® brand sales over 6%, with a 14% increase in middle meat sales. Education and training are central to Leonard's efforts, as is regular communication about the brand. Leonard is known for his numerous successful sales promotions and is a favorite among his peers across the country, thanks to his willingness to share ideas.

Leonard accepted the award at CAB's annual seminar for foodservice specialists from around the world. Attendees discussed sales strategies, marketing resources, merchandising approaches and training at the Feb. 6-8 session in San Antonio.

The *Certified Angus Beef*® brand is a cut above USDA Prime, Choice and Select. Enjoyed for its flavor, tenderness and juiciness, the brand is *Angus beef at its best*®. Less than 8 % of beef can achieve the brand's benchmark standards. The brand is proudly offered at more than 13,000 restaurants and retailers throughout the United States and internationally. For more information, visit www.certifiedangusbeef.com.

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