



## Williams Mullen Completes Deal for C. Lloyd Johnson Co. Inc.

03.31.2008

### Acosta Sales and Marketing Company Press Release:

(Jacksonville, Fla., March 31, 2008) -- Acosta Sales and Marketing Company has announced it will complete the acquisition of C. Lloyd Johnson Co. Inc. (CLJ), a leading military service sales and marketing agency, effective April 1. The CLJ acquisition officially marks Acosta's entry into the military services business. With this acquisition, Acosta will now have the ability to service consumer packaged goods (CPG) manufacturers' business across all military channels.

A 62-year-old company, CLJ today has more than 750 associates offering a wide breadth of military services. CLJ serves the U.S. military Commissaries, Exchanges, Ships, Veterans' Canteen Service, Prisons, and Meals- Ready-to-Eat. CLJ is headquartered in Norfolk, VA, with offices in San Diego; Dallas; Hopewell, VA; and Frankfurt, Germany. CLJ will operate as a wholly-owned subsidiary of Acosta.

By joining Acosta, CLJ will benefit from our existing technology capabilities and investments in the areas of headquarter selling, category management, retail, and sales support. "We believe this acquisition strengthens both companies and will provide great benefits to our clients," said Lloyd Johnson, CLJ Chairman and CEO. "CLJ already represents an excellent portfolio of CPG companies several that are current Acosta clients."

According to Acosta President and Chief Operating Officer Robert Hill this acquisition will give CLJ military clients new resources and improved capabilities while also offering existing Acosta clients an improved military sales solution.

"The joining together of the two companies will offer CPG companies more resources, greater capabilities and better technology than any other sales solution in the military marketplace today," Hill said. "We look forward to providing our clients with excellent results in this channel."

### About Acosta Sales and Marketing Company

Acosta Sales and Marketing Company is a leading full-service sales and marketing agency in North America, providing outsourced sales, merchandising, marketing and promotional services to manufacturers in the consumer packaged goods (CPG) industry. Headquartered in Jacksonville, Fla.,

Acosta has more than 11,000 associates and operations throughout the U.S. and Canada. For more information visit [www.acosta.com](http://www.acosta.com).

###

Williams Mullen attorneys [Thomas R. Frantz](#), M. Nicole Williams, [Craig L. Rascoe](#), L. Christopher Noland, Sean M. King, [J. Conrad Garcia](#), Ingrid A. Watson served as counsel to C. Lloyd Johnson Co. Inc. during this transaction.

## Related People

- Thomas R. Frantz – 757.473.5306 – [tfrantz@williamsmullen.com](mailto:tfrantz@williamsmullen.com)
- J. Conrad Garcia – 804.420.6910 – [cgarcia@williamsmullen.com](mailto:cgarcia@williamsmullen.com)
- Craig L. Rascoe – 804.420.6472 – [crascoe@williamsmullen.com](mailto:crascoe@williamsmullen.com)

## Related Services

- Mergers & Acquisitions