



ENCORE ASSOCIATES INC

## Press Release

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### ENCORE ASSOCIATES, INC. ANNOUNCES RETURN OF MENASHE SALES & CONSULTING TO AN INDEPENDENT COMPANY

Jack Menashe Resumes Role as President, Menashe Sales & Consulting

**San Ramon, CA – September 5, 2003** - Encore Associates, Inc, formed in late 2001 is an advisory and sales and marketing solutions provider to the food and drug industry. As Encore continues to grow and establish its role in the industry, its core competencies have also gained clearer definition.

After careful analysis, Encore determined that the wine sales and marketing business brought to the company through its merger with Menashe Sales & Consulting in January 2003, requires a very specialized business model. Both Encore and Menashe have mutually agreed that the industry will be better served by an entity solely focused on wine sales and marketing. Encore will continue to provide advisory services to this important category.

Effective September 5, 2003 the wine sales and marketing business and various ancillary clients involved in the merger, reverted to the management of Menashe Sales & Consulting as an independent company. To provide the direction necessary to manage this business portfolio, Jack Menashe has decided to sever his relationship as an Executive Vice President of Encore Associates, Inc. and resume his role as President of Menashe Sales & Consulting.

#### **About Encore Associates, Inc.**

Encore Associates, Inc. (EAI) based in San Ramon, California is a full-service company providing business solutions, subject matter experts and in-depth resources to meet the changing needs of retailers, manufacturers and consumer packaged goods companies in the food and drug industry. Encore Sales Co. provides solution services and product sales through a well-designed and uniquely focused approach at the local and national chain headquarters levels.

The company currently operates regional offices strategically located in Northern California and the Pacific Northwest.

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