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Schwan's Food Service Welcomes new Vice President of Marketing, Mary O'Broin *Foodservice Executive Brings Depth of Industry Knowledge*

Minneapolis – (March 19, 2012) – Jim Clough, president of Schwan's Food Service, Inc., announced that Mary O'Broin has joined the company as vice president of marketing, effective immediately. In this position, O'Broin will oversee the category management, innovation, marketing communications, research, and culinary responsibilities, working directly with Clough and his senior management team. O'Broin was most recently Board Chair for the Women's Foodservice Forum. In this role, she focused on the professional development of the organization's members and the elevation of women leaders in the foodservice industry. Prior to this, O'Broin served in marketing leadership roles with Unilever Food Solutions, Kraft Foods, MasterFoods, and Nabisco.

"This is a critical position in our company," said Clough. "Mary's clear expertise in strategic planning, marketing, research and innovative branding was a key determinant, but it was her passion for the foodservice industry that made this a truly great match," said Clough. "We've got a talented team overseeing these areas, and Mary will be able to focus her time on coordinating these efforts and helping us attain our future goals," continued Clough.

"I had met people from Schwan's Food Service over the years in my prior experience and was always impressed by their knowledge and commitment to the business," said O'Broin. "When I met with Jim and his marketing team, it became clear that I would find this company exciting and engaging – a place that I could continue to learn and make a difference."

Schwan's Food Service, Inc., a subsidiary of Minnesota-based The Schwan Food Company, offers value-added frozen foods to foodservice operators through more than 1,800 active distributors. Customers include chain restaurants, public and private schools, colleges and universities, healthcare facilities and convenience stores. The company markets leading brands such as *Tony's*®, *Freschetta*® and *Big Daddy's*® pizza, *Mrs. Smith's*® desserts and *Minib*® Asian-style products. For more information, contact Schwan's Food Service at 1-877-302-7426 or visit <http://www.schwansfoodservice.com>.

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