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## PRESS RELEASE

### **Amsterdam Distributor - Hill & Markes to show off new Ice Cream & Janitorial Products at 2008 Trade Show.**



Hill & Markes Inc., Amsterdam-based wholesale distributors, will hold their annual trade show on March 7, 2008 at Turning Stone Casino, in Verona, New York. Displays will include two divisions for this show: Ice Cream & Janitorial products. Customers will be introduced to an extensive line of Ice Cream products. The trade show is designed to help its customers get ready for the 2008 Ice Cream Season. Customers will also be able to take a look at what “innovative” green and environmentally friendly products that are being introduced to the Janitorial Industry.

The trade show is an opportunity for customers to see what Hill & Markes has to offer. The public can come and try out new products such as ice cream cones, flavors, toppings, fudges and sprinkles. Vendors will also be available to offer their product knowledge and expertise. The trade show day will feature 55 Vendors displaying products sold by Hill & Markes. Vendors the day of the show will include: 3M, Fortune Plastics, Genpak, Heritage, Johnson Diversey, Novelty Cone, Solo Cup, Food Handler, Sabert, Joy Cone, Rubbermaid, Tennant, Tuway, Pregis Packaging, and many others. The trade show will feature one-day only specials and new items.

The trade show provides many opportunities for our customers. Hands on training on web order entry offers customers a chance to not only sign up to order on line but also to see exactly how the process works and see the benefits of ordering on line. They will see first hand the accuracy, and speed and information they will have at their disposal 24/7.

Providing Green Solutions is not just a slogan at Hill & Markes. Our customers will have an opportunity to see how we can help them move toward a safer, healthier environment with the educational opportunity we offer at our seminars and the product lines available at Hill & Markes.

Our Janitorial seminar ***The Benefits of Going Green***, a seminar presented by Tracie Hall (executive Director for the U.S. Green Building Council, NY Upstate Chapter) will be an overview of sustainability, LEED green building rating system and Green Initiatives: when and how to implement. This will take place from 10:00-11:00. Reservations are suggested. Tracie Hall has been involved in the non-profit sector for over 20 years. Her passion for green building and sustainable design was fueled through her involvement in a project seeking LEED certification in Syracuse, NY. Her 'virtual office' allows her to bring educational programming, advocacy and workshops to the large geographic region the Chapter territory encompasses (53 counties in NYS, plus Berkshire County in Massachusetts) while driving a Honda Civic GX, that has near zero emissions and is powered by natural gas. She is dedicated to accelerating change to help shape the future of green building practices in Upstate New York.

Our Ice Cream seminar will be conducted from 11:30 – 12:30. The seminar will be lead by three outstanding speakers who bring 78 years of combined experience in the industry: Hal Stanton, (who has 30 years of experience), Mike Naton, (who has 26 years experience), and Mike Johnson, (who has 22 years experience). They will discuss Site Evaluation, Calculation, Product Lines, Operating Cost Percentages, Advertising, Add-on's and buy-ups,

Cookie and candy mix-in's, How to Increase your profits, How to make your own ice cream, and Big Volume and Profits in Ice cream cakes. As an added bonus, if you stop by the Taylor Freezer booth you will receive hands on training, taste testing, and a free CD of the educational seminar!

Registration for both seminars is available at [www.hillandmarkes.com](http://www.hillandmarkes.com) or by calling 800-836-4455.

Over 100 years ago Amos Hill and Charlie Markes opened Hill & Markes Inc. in 1906 as a candy, ice cream and ice cream cone distributor and serviced customers from Amsterdam to Galway. In 1947, Harry and Harriet Finkle purchased the company and expanded the product lines to school supplies, paper products, and rental dishes and cutlery. In the 1970's Neal Packer, Andrea Finkle Packer, and Jeffrey Finkle joined the family business.

Hill & Markes is owned and run by Neal Packer, C.O.O., Andrea Finkle Packer, Vice President of Marketing, and Jeffrey Finkle, President. From the Amsterdam location, Hill & Markes services the state of New York and Vermont. The company distributes food service, janitorial products, office supplies and industrial packaging.

Growth has been a continuous process for the company over the past 30 years. Hill & Markes has purchased a varied set of businesses and has hired sales talent from many of these companies. In past years, warehouse space was expanded and modern truck docks were installed. Our sales staff has expanded to 41 salespeople. You can also watch out for our 22 trucks on the road which cover a 300 - mile radius! The company is looking forward to even more growth and expansion in 2008!

For more information about Hill & Markes Inc., or to register for the trade show, call 800-836-4455 or check out our web site at [www.hillandmarkes.com](http://www.hillandmarkes.com) to pre-register.

We are proud to be a company...PROVIDING GREEN SOLUTIONS!