



Real Solutions for the Real World®

Contact: Hope Malone
Marketing Manager
Solution Beacon
(972) 548-0488
hmalone@solutionbeacon.com

FOR IMMEDIATE RELEASE

MCKEE FOODS BEGIN STRATEGIC SUPPLY CHAIN PLANNING INITIATIVE

DALLAS, TX October 31, 2007 — McKee Foods Corporation best known for a complete line of snack food including the famous Little Debbie® snack cakes, has initiated a "Supply Chain" Resource and Material planning project. The Solution Beacon team in collaboration with McKee will manage and direct the solution design, testing and implementation of all aspects of the Oracle solution. The partnership between McKee Foods and Solution Beacon has a proven track record of success on several previous strategic initiatives. This continued collaboration has proven to have a high return on investment for both organizations. The management teams for both firms see this as another example of "Partnerships for Success".

The implementation of Oracle's Supply Chain Material Planning software is intended to incorporate McKee's entire vendor base into a strategic supply chain. This collaboration will insure a cost efficient, flexible and proactive partnership that will reduce the cost of procurement, production and delivery of all material. McKee envisions that this project will benefit all members of the supply chain partnership by reducing transactional cost to schedule, procure and utilize all material resources throughout McKee's US based operations.

This project will start the later part of November 2007 and is targeted for completion by the April 2008. The project team selected this supply chain solution based the extensive functionality incorporated into Oracle's material planning environment. In addition, the McKee team members were convinced that substantial reduced implementation costs can be realized by utilizing the embedded integration of Oracle MRP into the existing Oracle back office enterprise business installation.

Supply Chain material scheduling will be initiated at corporate headquarters in Collegedale, Tennessee and will be deployed throughout the entire United States base of operations. Oracle provides a WEB enabled user environment that enables simple internet access for transaction processing, scheduling and encouragement of strategic collaborative relationships with vendors.

About McKee Foods

McKee Foods, with annual sales of over \$1 billion, is a privately held company based in Collegedale, Tenn. The company makes such popular brands as Little Debbie Snacks, Sunbelt Snacks & Cereals, Heartland Granola Cereal, and Blinks — the first cereal to be eaten right from the bag. Production facilities are located in Collegedale, Tenn.; Gentry, Ark.; and Stuarts Draft, Va. McKee Foods employs 6,000 people. For more information about the company, visit www.mckeefoods.com.

About Solution Beacon, LLC

Solution Beacon, LLC, is a woman-owned business and leading provider of expert-level resources for the most widely used Enterprise Management Systems and Technologies in the world. Solution Beacon consultant resources contribute their Oracle Applications expertise to government, manufacturing, distribution, telecommunications, healthcare, higher education and finance segments of the marketplace.