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RDA Advantage Announces New Hire

LITTLETON, CO – RDA Advantage Marketing Associations, Inc. (RDA Advantage), North America's largest group of independent redistributors, is proud to announce **Rochelle Paulet** as its new Marketing and Brands Manager. In this role Paulet will oversee and direct marketing, private label and supplier relations efforts. Paulet will work with Mark Lyle, RDA Advantage executive director, to coordinate and facilitate industry relationships and RDA Advantage member-focused programs.



Paulet brings an extensive background in marketing and event management, previously working with local and national associations and in the technology and restaurant/hospitality industries. Her responsibilities have included brand design and management, strategy development, event orchestration, trade show marketing and vendor relations.

Paulet's key roles include coordinating all marketing efforts, including social and internet marketing, advertising efforts, as well as tradeshow/conference coordination. She will work closely with the RDA Advantage members to provide materials necessary to communicate the group's service offerings and capabilities to position the organization for greater success and growth.

About RDA Advantage

RDA Advantage is a pure redistributor, selling exclusively to distributors and never to end-users. The organization was formed in 2007 when Redistributors of America and Advantage Marketing Associates merged. RDA Advantage consists of 16 of the largest independent redistributors and has 35 warehouses across North America, provides unsurpassed local service, quality products, competitive pricing and quick delivery. Their redistributors sell all national Jan/San and Food Service brands, as well as their own private labels, and RDA Advantage's brands, Advantage & Vintage.

For more information about RDA Advantage visit www.rdaadvantage.com.
