

original  
IMPRESSIONS



## News Release

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For Release: April 30, 2007

### **Original Impressions, LLC Honored With Prestigious *Supplier of the Year Award*** *Top Distinction Presented By Burger King Corporation*

**Miami, Fla.,** – Original Impressions, LLC, a full service marketing communications company, today announced that it has received the prestigious *2007 Supplier of the Year Award* from Burger King Corporation and its purchasing cooperative and supply chain manager, Restaurant Services, Inc. (RSI). Original Impressions was among only eight honorees nationwide to receive the distinguished award, which honors an impressive track record, coupled with unwavering commitment to teamwork, dedication and excellence. The award was presented at Burger King Corporation’s annual Global Convention in Las Vegas, Nev.

“We are both pleased and honored to be recognized as an important and integral supplier to the BURGER KING® system,” said Roland B. Garcia, Sr., founder and CEO of Original Impressions. “This is the first time in my 39-year association with Burger King Corporation to receive this high honor and world-class distinction. We will continue to provide the BURGER KING® system with the exceptional service and high quality marketing communications services they have come to expect over the years.”

In presenting the award to Original Impressions, Javier Rodriguez, RSI’s director of equipment and facilities purchasing, said, “In the past two decades, Original Impressions has proven to be a trusted, loyal and accountable participant in the BURGER KING® supply chain. Roland and his team continue to deliver exceptional service to the system and we are pleased to recognize their outstanding performance.”

Original Impressions began its relationship with Burger King Corporation in 1982, initially providing graphic design and print services. Today, Original Impressions provides full service marketing, merchandising and direct mail materials to corporate teams and franchisees in the United States and Canada. Prior to establishing Original Impressions, Garcia, Sr., was director of



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graphic communications at Burger King Corporation, where he was responsible for coordinating, running and operating the in-house graphics and printing requirements for all of the company's internal departments.

### **About Burger King Corporation:**

The BURGER KING® system operates more than 11,100 restaurants in all 50 states and in more than 65 countries and U.S. territories worldwide. Approximately 90 percent of BURGER KING® restaurants are owned and operated by independent franchisees, many of them family-owned operations that have been in business for decades. To learn more about Burger King Corporation, please visit the company's Web site at [www.burgerking.com](http://www.burgerking.com).

### **About Restaurant Services, Inc.:**

Restaurant Services, Inc. (RSI), [www.rsiweb.com](http://www.rsiweb.com), is the exclusive purchasing agent for the vast majority of products and services used by BURGER KING® restaurant owners in the United States and is manager of the system's supply chain. Founded in 1991 as an independent, member-owned cooperative, RSI acts on behalf of BURGER KING restaurants in the U.S. to achieve best commercial terms for food, packaging, premiums, promotion products, supplies, equipment, distribution, and related services on behalf of its members. RSI works closely with restaurant owners, Burger King Corporation, food and packaging suppliers, marketing agencies, equipment vendors, distributors, and information systems providers to streamline and improve the supply-chain efficiency of the system, ensuring a continuous and reliable supply of products and services to restaurants at the best cost and at established performance standards.

### **About Original Impressions:**

Original Impressions, LLC (OI) is a full service marketing communications company specializing in Creative Design, Web Development, Printing, Mailing/Fulfillment and Marketing Consulting for clients across a broad spectrum of industries, including Banking, Beverages, Cosmetics, Cruise Lines, Fast Food, Fragrance, Health, Hospitality, Liquor and Pharmaceuticals. Original Impressions is one of South Florida's leading minority-owned print vendors, one of the region's largest offset and digital print providers, one of the "Top 100 Minority Businesses in South Florida" and one of the "Top 500 Hispanic Companies in the U.S." It is also a Certified Minority Supplier at the local, state and national levels. To learn more about Original Impressions, please visit the company's Web site at [www.originalimpressions.com](http://www.originalimpressions.com).

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