



Beatrice Companies, Inc.
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Impertio Services Company to be Acquired

PHOENIX -- Impertio Services Company, the structured cabling division of Beatrice Companies, Inc. will be acquired by IP Labs, Inc. of Phoenix, Arizona.

The owner of IP Labs, Tim Graber has over seventeen years of professional experience in the computer, network and telephony industries.

- Microsoft Certified Engineer
- Microsoft Certified Trainer
- Avaya Business Partner (Avaya IP Office, Avaya Partner ACS)
- Systemax Solutions
- CompTia certifications

DeWitt P. Hoopes President & CEO of Beatrice Companies, Inc. said, "Beatrice has always been committed to serving our customers with the best service and quality product offerings, and as our company focuses on the food business, Impertio and our Trust Services business are not considered core to our long term strategy. Back in 2007, the board of directors did plan on the complete liquidation of all non-food businesses by end of 2008, and Impertio is one of the remaining entities that had to go". Mr. Hoopes went on to say that "Impertio has been near and dear to my heart, as I always took passion into all the work that I personally put into each and every network that was installed. I will miss the installation work and working with the various individuals that I have worked with over the years and I want to thank each and everyone who has entrusted Impertio to install and maintain your voice and data network, but you can rest assured that IP Labs has the same commitment that has been synonymous with Impertio and Tim Graber will ensure that your business will be well taken care of".

(MORE)

Financial terms of the transaction were not disclosed and will close the week of February 2nd. IP Labs will acquire inventory, the Impertio trade name, web site, vendors and customer data base. Impertio traces its roots back to 1991 when Hoopes Enterprises, Inc. became an authorized AT&T Consumer Products dealer and then after the corporate change to Almus, Inc. in 2000, the Hoopes phone division became Almus Business Services. In 2003, Impertio was chosen as the new name for the Almus business unit and Impertio is the Latin name for communicate or communication.

About Beatrice

Beatrice Companies, Inc. (www.beatriceco.com) provides high quality products and services through our various business units. Beatrice business units include Impertio Services Company, provider of high quality video, voice and data network installations for businesses using SYSTIMAX[®] SCS components and Beatrice Nutrition & Health Sciences, our nutritional research department provides online nutrition and health information through our Feed & Teach Nutrition Newsletter[™].