



## NEWS RELEASE

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### FESTIVAL FOODS APPOINTS BRIAN BAUMAN GENERAL COUNSEL

GREEN BAY, WISCONSIN – (June 27, 2016) – Festival Foods today announced it has appointed Brian W. Bauman General Counsel, reporting to Kirk Stoa, Executive Vice President. He will be responsible for Festival Foods' legal and government relations activities and will be a member of the Festival Foods Senior Leadership Team. His appointment is effective June 30 and he will be based out of the company's Green Bay Support Office.

Bauman, 41, was most recently a partner and business lawyer with Foley & Lardner LLP in Madison, Wisconsin. He has practiced law for the past 15 years and represented Festival Foods for the past 12.

"Brian's extensive knowledge of the grocery industry and experience with Festival Foods make him ideally suited for this role," said Mark Skogen, Festival Foods' President and CEO. "His contributions as a member of our senior leadership team will be invaluable and he will help ensure Festival Foods is positioned well for future growth."

Bauman's grocery-specific experience includes negotiating leases and supply and franchise agreements. He also brings significant experience with complex acquisitions and divestitures, and he was a member of his firm's Transactional & Securities and Private Equity & Venture Capital Practices.

He was selected for inclusion in the 2006, 2007, 2008 and 2010 *Wisconsin Super Lawyers – Rising Stars*® lists for his mergers and acquisitions, business and corporate work. In 2009, *In Business* magazine cited Bauman as one of the "40 Under 40" upcoming business leaders in the Greater Madison Area.

"I am very excited to join the Festival Foods team," Bauman said. "It is an honor to be able to contribute in a leadership role in the future development of such an innovative and vibrant company."

Bauman earned a B.B.A., with highest distinction, in real estate and urban land economics from the University of Wisconsin-Madison in 1998. In 2001, he received his J.D., magna cum laude, also from the University of Wisconsin-Madison. He is a member of the State Bar of Wisconsin and also is admitted to membership in the Order of the Coif.

### ABOUT FESTIVAL FOODS

Festival Foods is a family- and employee-owned company founded in 1946 as a Skogen's IGA that began operating as Festival Foods in 1990. It employs 6,100 full- and part-time associates and operates 23 full-service, state-of-the-art Festival Foods supermarkets throughout Wisconsin as well as Lakeside Sentry Foods in Paddock Lake, Wisconsin. Festival Foods is a culture-driven company committed to building relationships with guests and associates, serving communities, providing excellent service and investing in its associates. For more information about Festival Foods, visit [www.festfoods.com](http://www.festfoods.com).

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