



FOR IMMEDIATE RELEASE
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American Frozen Food Institute Welcomes Alchemy Systems into AFFI Advantage Partner Program

McLean, VA – The American Frozen Food Institute (AFFI) today welcomed Alchemy Systems, LP, as the inaugural participant in the AFFI Advantage Partner Program. The AFFI Advantage Partner Program is designed to deliver exclusive benefits to associate members of the Institute, including event sponsorships, promotion and recognition to help them build their business.

“We are pleased to welcome a company with such a stellar reputation for professionalism and excellence as Alchemy Systems as our first AFFI Advantage Partner,” said AFFI President and CEO Kraig R. Naasz. “The AFFI Advantage Partner Program is intended to provide enhanced value to select member companies by facilitating greater exposure among and interaction with the frozen food-producing companies with whom they wish to do business.”

Alchemy has a widely-adopted training platform, SISTEM, which enables food processors and manufacturers to effectively deliver and document their employee training in a centralized, paperless and secure online platform. Well-known for helping companies meet the training requirements for the Global Food Safety Initiative’s approved schemes and the recordkeeping requirements of the *Food Safety Modernization Act*, SISTEM is revolutionizing the impact training makes on ensuring a safe and productive workplace.

“Our relationship with AFFI has continued to grow in recent years, and we are excited that it has now expanded to a partnership,” said Jeff Eastman, Alchemy’s Chief Executive Officer. “We acknowledge and appreciate the contributions AFFI has made to the growth and success of the frozen food industry and are honored to offer the SISTEM training platform to its members.”

Among AFFI’s 500 members, the Institute’s more than 250 associate members deliver crucial products and services in support of the frozen food industry. Participation in the AFFI Advantage Partner Program is designed to provide selected associate members with increased visibility on the AFFI website and in AFFI’s electronic communications, company recognition at AFFI events, discounted event registration and participation in AFFI board-level activities. All associate members currently in good standing with the Institute are eligible to apply.

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The American Frozen Food Institute is the national trade association promoting and representing the interests of all segments of the frozen food industry. AFFI works to foster industry development and growth, and advocates before legislative and regulatory entities on the industry's behalf. More information can be found at www.affi.org.

Alchemy is dedicated to providing innovative training products that use technology and media to educate the global workforce. Alchemy's products enable companies to effectively deliver, document and manage personnel training. Most importantly, Alchemy helps solve the training challenges companies face when balancing production demands with increasingly strict regulatory requirements. For more information, please visit <http://www.alchemysystems.com>.