



Serving the Vending, Coffee Service and Foodservice Management Industries

February 10, 2010

**National Automatic Merchandising Association Applauds
the First Lady's release of Childhood Nutrition Proposals**

The Vending industry applauds the First Lady's interest in solving the complex problem of obesity and the goal of protecting our children's health. We are parents too, and share Mrs. Obama's appropriate concern about obesity. We need to protect the health of our nation's youth, which is why we launched our Balanced for Life program in 2004. The Balanced for Life campaign helps teach students about the elements of a balanced diet and the importance of physical activity.

Our programs have been widely supported by schools, parents and even in the government as a valuable tool to provide healthy food to our vending customers. We particularly appreciate Mrs. Obama's focus on the need for increased physical activities. Reversing rising obesity rates requires better education about nutrition, making wise food choices, increasing physical activity and involved parenting.

Let's invest resources to educate Americans about health and nutrition, and ensure they participate in daily physical activity. When Congress and federal agencies consider these proposals, we look forward to being partners. NAMA supports consumer's choice through calorie disclosure. Our products already have a full Nutritional Facts Panel which discloses calorie, ingredients and nutritional information. To ensure vending operators do not lose jobs due to new labeling regulations, we support flexibility, legal protection for minor and inadvertent mistakes in labeling and sufficient time for implementation.

Vending is an industry of small, often family-owned businesses and we care about our customers. So, we are concerned about costs of new regulations and the economic impact to our small businesses. We want to partner with Mrs. Obama so that our small businesses don't lose jobs.

There are vending machines in the Obama White House, so we know that, together as partners, we do provide healthy options to those who need something to eat when they are working around the clock. A healthy diet means choosing healthy foods, which our members are proud to offer in a wide variety of vending machines across the country.

Together we can work to provide these options without costing jobs.

Richard M. Geerdes, NCE5
President & Chief Executive Officer

The National Automatic Merchandising Association . www.vending.org

HEADQUARTERS: 20 N. Wacker Drive, Suite 3500, Chicago, IL 60606-3102, Voice: 312/ 346-0370, Fax: 312/ 704-4140

EASTERN OFFICE: 449 B Carlisle Drive Herndon, VA 20170-4607, Voice: 703/435-1210, Fax: 703/435-6389

SOUTHERN OFFICE: 1521 Johnson Ferry Rd., Suite 110, Marietta, GA 30062, Voice: 678/560-8705, Fax: 678/560-8702

WESTERN OFFICE: 150 South Los Robles Avenue, Suite 830, Pasadena, CA 91101, Voice: 626/229-0900, Fax: 626/229-0777