

**FOR IMMEDIATE RELEASE**

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**Western Alta Holdings LP Company**  
(Parent Company to Alta Convenience Stores)  
**Western Alta Holdings Moves Over to the West Coast**

**Denver, CO – July 7, 2017** – Western Alta Holdings continues to expand and now they have reached the west coast in Yakima, Ellensburg, and West Richland, Washington.

Pester Marketing/Alta Convenience Stores parent Western Alta Holdings LP Co. has acquired the operations of five c-stores in a joint venture with R.H Smith Distributing Company Inc. out of Yakima WA. Terms of the transaction were not disclosed.

This acquisition increases the retail division to 66 Alta Convenience locations throughout Colorado, Kansas, Nebraska, New Mexico and Washington.

The Washington convenience stores will continue to run under the Smitty's name but will be managed by Pester Marketing/Alta Convenience Stores in Denver, CO. The management change will happen August 1, 2017.

This is a new move for Western Alta Holdings under the leadership of General Partner Phil Zaccaria and President Rich Spresser. Expansion is on the mind and they are not planning on stopping anytime soon.

“We are very excited about the opportunities these five stores and our partnership with R.H. Smith Inc. bring to our company” says Phil Zaccaria, CEO. “The R.H Smith management team has been in business in this area of Washington for over 70 years and they have developed many valuable relationships that will bring other opportunities for us to evaluate. Rich Spresser’s many years in this business makes these types of growth opportunities available to Western Alta”.

Pester Marketing was formerly led by industry pioneer Jack Pester, who founded the company in 1955.

Western Alta Holdings is based in San Antonio, while Pester Marketing/Alta Convenience Stores is based in Denver.

Visitors can access information about the company by visiting the Alta Convenience Stores web site, listed below.

Alta Convenience      [www.altaconvenience.com](http://www.altaconvenience.com)