



THE MIDDLEBY CORPORATION

1400 Toastmaster Drive, Elgin, Illinois 60120
Phone: (847) 741-3300 – Fax: (847) 741-0015

Date: February 4, 2009

To: All Authorized Middleby Dealers and Distributors

From: Paul K. Angrick

Effective March 1, 2009, The Middleby Corporation and its foodservice divisions will implement a Minimum Advertised Pricing program for all sales of Middleby products.

The objectives of this policy are to maintain the image of our products within the foodservice marketplace along with continuing the reinforcement of Middleby's philosophy of supporting the dealer community who provides value added services. This policy relates solely to advertising pricing. It does not restrict a dealer from selling our products at any price it unilaterally determines, even if below minimum advertised pricing.

The Middleby Corporation "Minimum Advertised Pricing" policy applies to all Middleby foodservice divisions and their products sold as follows:

Blodgett	45% off list from Current Price Book (SHO G or E Single \$2,795.00) (SHO G or E Double \$5,590.00)
Bloomfield	45% off list from Current Price Book
Carter-Hoffmann	40% off list from Current Price Book
Jade Range	40% off list from Current Price Book
Lang	50% off list from Current Price Book
Magikitch'n	45% off list from Current Price Book
Pitco	45% off list from Current Price Book
Southbend	50% off list from Current Price Book
Star/Holman	50% off list from Current Price Book
Toastmaster/NuVu	50% off list from Current Price Book
Wells Manufacturing	45% off list from Current Price Book

Middleby will be monitoring its dealers for compliance to our program. In this regard an internet dealer will not violate this policy by showing a lower price on the check-out screen providing no lower price is indicated on an earlier screen. If a violation of our "Minimum Advertised Pricing" policy is detected we will contact the dealer and give a 72 hour notice to remedy the infraction. If the violation is not corrected within the 72 hour period, all shipments of Middleby products will cease for thirty (30) days. Repeated violations of our policy may result in more serious measures, including termination.



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Middleby is a strong proponent of supporting dealer sales that drive brand equity and provide for competitiveness in the marketplace.

If you have any questions of the Middleby “Minimum Advertised Pricing” policy, please contact me at your convenience.

Respectfully,

Paul K. Angrick
President, Middleby Business Development

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