



Engineered to Perform, Built to Last

SOUTHBEND MAP POLICY

**Effective Date
FEBRUARY 2010**

Early in 2007 we began discussions about the need to protect the image of our brand and the need to protect the profitability of those dealers supporting our brand. Shortly after our industry meeting at FEDA that year, we realized that Minimum Advertised Pricing was a powerful tool being used in other industries but not widely in ours. We feel that in today's market place, Minimum Advertised Pricing helps strengthen our brand image, while preserving profitability for those that distribute our products. The inception of Southbend's MAP policy began months after the Supreme Court ruling in 2007, and today we have a recognized MAP program for all of our products. The implementation of Southbend's MAP policy led the way for the Middleby Corp., being the first foodservice corporation with a complete MAP policy for all of its distributed brands.

Southbend's MAP policy is a discount of list price minus 45%

with the exception of the items listed below.

Item #	Description	MAP
4361D	Ultimate 6 Burner Range, 6 non-clog burners	\$1,889
4363D	Ultimate 6 Burner Range, 6 sauté burners	\$1,889
4364D	Ultimate 6 Burner Range, 3 non-clog, 3 sauté burners	\$1,889
4601DD	Ultimate 10 Burner Range, 10 non-clog burners	\$3,299
4603DD	Ultimate 10 Burner Range, 10 sauté burners	\$3,299
4604DD	Ultimate 10 Burner Range, 5 non-clog, 5 sauté burners	\$3,299
P36-RAD	36" Radiant Salamander Broiler	\$2,139
P36-NFR	36" Infrared Salamander Broiler	\$2,319
SLGS/12SC	SilverStar single convection oven standard depth gas	\$2,989
SLGS/22SC	SilverStar double convection oven standard depth gas	\$5,989
SLES/10SC	SilverStar single convection oven standard depth electric	\$2,989
SLES/20SC	SilverStar double convection oven standard depth electric	\$5,989

November 1, 2009



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**Continued MAP Pricing
CORNERSTONE PROGRAM**

ITEM #	ITEM DESCRIPTION	MAP
RANGES S SERIES, 28K BTU BURNERS, 32K BTU OVEN		
S24E	4 BURNER RANGE	\$ 1,256
S36D	6 BURNER RANGE	\$ 1,297
S36D-1G	4 BURNER RANGE, 12" MANUAL GRIDDLE	\$ 2,413
S36D-2G	2 BURNER RANGE, 24" MANUAL GRIDDLE	\$ 2,557
S36D-3G	36" MANUAL GRIDDLE	\$ 2,607
S48EE	8 BURNER RANGE	\$ 3,144
S48EE-2G	4 BURNER RANGE, 24" MANUAL GRIDDLE	\$ 4,010
S60DD	10 BURNER RANGE	\$ 2,704
S60DD-2G	6 BURNER RANGE, 24" MANUAL GRIDDLE	\$ 3,140
S60DD-2RR	6 BURNER RANGE, 24" RAISED GRIDDLE/BROILER	\$ 3,290
S60DD-3G	4BURNER RANGE, 36" MANUAL GRIDDLE	\$ 4,141
OVENS BRONZE SERIES - 54K BTU PER DECK – Energy Star		
BGS/12SC	SINGLE DECK CONVECTION OVEN - ENERGY STAR	\$ 2,594
BGS/22SC	DOUBLE DECK CONVECTION OVEN - ENERGY STAR	\$ 5,187
FRYERS RANGE MATCH 90K, 120K, 150K BTU FLOOR MODEL		
SB35SS	35-45 LB FRYER, SS SIDES AND POT, 90K BTU	\$ 795
SB45SS	45-55 LB FRYER, SS SIDES AND POT, 120K BTU	\$ 1,025
SB65SS	65-75 LB FRYER, SS SIDES AND POT, 150K BTU	\$ 1,250

FEBRUARY 2010

PRICING SUBJECT TO QUANTITY OF PIECES PURCHASED AT TIME OF ORDER