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December 17, 2008

To: All True Food Service Equipment, Inc. Dealers and Distributors

From: Steven L. Trulaske

Re: True Food Service Equipment, Inc Announces Unilateral Minimum Advertised Price Policy

I wish to advise you that, effective January 19, 2009, True Food Service Equipment, Inc. will adopt a unilateral Minimum Advertised Price Policy ("MAP Policy) for all of its dealers and distributors located in the United States of America selling TRUE manufactured products over the internet or advertising through direct communications to customers or the public. We are taking this important step to maintain and enhance the TRUE brand image and to help ensure that our loyal dealers/distributors have sufficient margins to promote TRUE products and provide their customers with the quality of service and support they desire.

Under our new MAP Policy, the minimum price at which a dealer/distributor may advertise any TRUE manufactured product is **True's current published list price less 50/10/15.**

If we learn that any dealer/distributor is advertising TRUE manufactured products below our MAP price, we will immediately provide notice to that dealer/distributor in writing. If after three days, the dealer/distributor's price advertising continues to be inconsistent with our MAP Policy, we will discontinue shipments of the TRUE manufactured products in question for so long as the inconsistency with our MAP Policy continues.

For purposes of this Policy, "advertising" prices on internet sites includes, without limitation, displaying a price for any TRUE manufactured product, together with a picture, description or listing of the product. It also includes a product price displayed on a "checkout" or "shopping cart" page. It is not inconsistent with the MAP Policy, however, for a dealer/distributor to use such statements on its website as "we offer low prices" or "contact us for our price."

Please note that our unilateral MAP Policy applies not only to price advertising on the internet, but also to price advertising in other communications or media directed to customers or the public. This includes, by way of example and not limitation, prices included in catalogs, flyers, newspapers or magazines. Our MAP Policy does not apply, however, to point of sale advertising at a dealer/distributor's locations. Further, our MAP Policy does not apply in any way to your actual selling prices; your retail sales prices for any and all TRUE manufactured products remain wholly within your discretion. Accordingly, we do not ask for, nor will we accept, your agreement or assent to our unilateral MAP Policy. We reserve the right at any time to modify or discontinue this Policy by written notice to you.

We believe that our policy is clear and unambiguous. Should you have any questions regarding our unilateral MAP Policy, however, please direct them only to Andy Zurawski or John Ebenroth at 800-325-6152.

Sincerely yours,

Steven L. Trulaske

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