

1.0 Marketing Organization

Frank Doyle founded TD Marketing Co. in the new millennium. Frank's family has a long history in the Foodservice Industry in the Metropolitan New York Tri-State area. He started working for the family Manufacturers' Representative business Frank J. Doyle Inc., part-time and during the summers back in 1987 as a stock boy. Frank J. Doyle Inc. was founded by his grandfather back in 1937, and was one of the first Manufacturers' representatives of Pitco Frialator and Savory Toasters. His responsibilities included collating catalogs, ordering literature, stuffing mailers, attaching acknowledgments to invoices and filing. As he grew older and quickly moved up the corporate ladder he started making deliveries to all the local dealers in the Tri-State area. This was his start in sales. He was getting out in front of customers at the age of sixteen and building what turned out to be many very long lasting relationships.

In September of 2001, Frank decided to join forces again with his father, Lawrence M. Doyle with the Frank J. Doyle Inc. company. Together, the two companies made a much stronger team in the marketplace. Adding Beverage Air helped complete the entire kitchen package for TD Marketing. Frank and Larry had different strengths, weaknesses, traits and philosophies, which seemed to compliment one another, making the team even stronger. This also maintained and secured our long lasting tradition of the family business to pass down to Frank's children. Frank's Dad passed away in January of 2003.

Today, TD Marketing Co. is made up of seven seasoned individuals with extensive knowledge of the Tri-State Marketplace and the products TD Marketing represents. Combined, we have well over 150-years of foodservice experience.

Frank J. Doyle (Principal / Sales)

Frank graduated from Paul Smith's College in Paul Smith's, NY in 1992 with a degree in Hotel/Restaurant Management. He went on to work for Shore Restaurant Equipment, learning the basics of what it takes to be a foodservice dealer in the industry and what end users are looking for in a piece of commercial equipment. Shortly thereafter, Frank was offered a Customer Service position with a small manufacturer of stainless steel fabrication, Marlo Mfg. Co., Inc. They knew right away that he was meant to be out on the road selling equipment, and so they promoted Frank to a Regional Sales Manager. In this position, Frank was responsible for working directly with Consultants, Dealers and Chain accounts in the NY/NJ/CT Tri-State Area on new fabrication projects from the design to the installation.

In a slowing economy, Frank was able to increase his sales from \$4 million annually to \$6 million before being promoted to National Sales Manager in 1996. In this position he was responsible for sales and marketing across the country. He negotiated lower freight costs, developed new advertising and promotions for production S/S sinks and tables and created a national Delivery, Install and Start-Up (DIS) program for Chain accounts.

Scotsman Ice Systems sought out Frank in 1997. At the time, Scotsman Industries owned Scotsman Ice Systems. Frank was hired as the Northeast Regional Sales Manager responsible for an annual objective of over \$9 million dollars in sales and 13 wholesale distributors. The Northeast territory covered from Philadelphia, PA all the way up to Maine and as far west as Buffalo, NY. Frank won numerous awards including Regional Manager of the Month (four times in fifteen months), exceeding quota by over 43%. In 1998, the Northeast Region grew, exceeding the industry growth by over 15% versus prior year. By adding multiple distributors in New York City, Frank grew his region's ice machine sales by \$2 million dollars in 1999.

In late 1999, Enodis (Welbilt) purchased Scotsman Industries. It didn't take Scotsman and Enodis (Welbilt) long to see the enthusiasm and experience that Frank offered them, their distributors and their distributors' customers. Within two years of being hired at Scotsman, Frank was promoted to the National Accounts Manager position working with such accounts like Sbarro, Allied Domecq, Nathan's Famous, Friendly's, Motel 6, Cendant Supplier Services, Tricon Global (KFC, Taco Bell, Pizza Hut), Pizza Hut, Prime Hospitality Corp., Golden Corral, Waffle House, Arby's, Denny's and many more.

Peter Locilento (Principal / Sales)

Pete has over 40-years of combined foodservice experience working for a foodservice dealer, manufacture and sales representative group. He started his foodservice career as an owner of a retail/wholesale fish market and restaurant.

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Pete and his wife Donna did everything from the ordering, managing the staff, cooking and maintaining the equipment. After ten-years off hard work and dedication, Pete and his wife decided to sell the business to spend more time with their children.

Pete went on to work for one of his suppliers at the restaurant, Corbo Hotel, Restaurant and Bar Supply. Corbo is one of the largest full service food equipment dealerships on the Jersey Shore. At Corbo Pete was responsible for scheduling installations, coordinating deliveries, order entry, sales and service. He has been on numerous jobs including large hotel projects, hospital cafeteria's and country club's from the ground up actually handling the set-in-place of heavy-duty cooking lines, bars and chef's counters.

Admiral Craft is a manufacturer and importer of commercial Smallwares supplies for the foodservice industry. Because of Pete's knowledge of the industry, Admiral Craft went out of there way to get Pete on their team. Pete was a Territory Sales Manager for Admiral Craft covering the metropolitan New York / New Jersey marketplace. It wasn't until Admiral Craft decided to make a change in the way went they to market. Pete then went to work for Purcell & Madden, a Food Service manufacturer's representative firm.

Pete represented commercial food service equipment manufacturers including Lakeside, Scotsman, Stellar Steam, Everpure, Low-Temp, Server Products and many other lines. Purcell & Madden decided to close the business and pursue other interests in the Foodservice Industry. At that time, Pete joined TD Marketing Co. Pete's education, his understanding of the dealers roll and his end user experience is a huge asset to TD Marketing Co. and our customers.

Michael Klatman (Principal / Sales)

After spending two years with Joylin Food Equipment, one of MAFSI Region 3's oldest, largest and most prestigious representative firms, Mike joined TD Marketing Co. when they closed after the sudden death of the Principal of the company. Mike called on local metropolitan New York dealers, schools, chains, correctional facilities, supermarkets and consultants. He represented Amana, Groen, Avtec, Imperial Range, Randell, Woodstone, Victory, Vollrath, Corning, Thermo-Kool and many other top manufacturers of Foodservice equipment and supplies.

Prior to Joylin Food Equipment, Mike spent thirteen-years with Bakers Aid, a manufacturer and supplier of Turn-key Bakeries and Bakery Departments. Mike's primary responsibility there was supporting supermarket sales on the East Coast. He has maintained and expanded upon many of those long term relationships to this day.

Mike's primary focus is Long Island and the surrounding NYC boroughs. His strength and vast experience with cooking, ventilation and refrigeration equipment further drives and supports our commitment to best represent our manufacturing partners and serve all of our customer segments.

Barbara LeBow (Director of Sales & Marketing)

Barbara has been a manufacture's rep in the Metro New York/New Jersey market for the past 30 years. She has done both inside and outside sales throughout this territory. New product introductions and demonstrations, quotations, technical know how, telemarketing, customer service, troubleshooting and pretty much anything else that needed to be done, has filled her days for the past 30 years. Barbara has worked with and represented a vast array of products. Equipment has always been her strongest area and passion, but she has also sold small wares, supplies, tabletop, and furniture.

Prior to that, Barbara worked for a small dealership who dealt primarily in the healthcare end of our industry. She did everything from showroom sales, to bid work, to outside sales, to helping customers choose the equipment and supplies that they needed for their projects.

For 3 years before that, she worked as a Regional Manager and Factory Sales Rep for the Alto Shaam Company in the mid Atlantic area. Taking her college education in Foods and Nutrition and Food Chemistry, Barbara helped the company develop training materials, cookbooks and educational seminars on "Low Temperature Roasting & Holding." It was a very new concept, back in the mid 70's.

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Before it took her days to cook a product, she was cooking in a matter of seconds. In 1971 Barbara was given a remarkable opportunity, to get in on the ground floor of a then, unknown product, Microwave Ovens. When Panasonic brought in their first microwave oven into the country, she was given the oven with Serial # 00002, # 1 was at UL for testing. Recipe development, training programs, technical writing, setting up a field demonstration staff nationwide, and introducing a brand new product to the consumer and commercial markets was the exciting way that she spent her days and nights for about 6 years. Her work with Panasonic, lead Barbara to a National position with Sharp Electronics. While at Sharp, Barbara worked with and trained Larry Doyle and his rep firm in Microwave Cooking and Technology as they pioneered Microwave Oven sales in the NY/NJ Metropolitan area.

As you can see, Barbara's background is vast. She has brought to the table a strong and varied wealth of knowledge to TD Marketing Co. There is not much Barbara has not done or sold in her professional Foodservice career.

Linda Cerny (Principal / Inside Sales and Accounts P&R)

Linda joined TD Marketing Co. after 11 successful years with Hackensack Supply, a local Foodservice equipment and supply dealer. While at Hackensack Supply Linda worked within the purchasing and accounting departments. She worked closely with 7 outside sales representatives helping them fill orders, schedule deliveries and follow up on leads and quotes. That was her entry into sales and customer service. There was not much Linda did not do at Hackensack Supply.

Linda is responsible for the day to day operation of our office, sales administration and IT coordination. She works directly with our factories and customers. Linda is also responsible for all accounts payable and receivable functions.

Stephen Tormey (General Manager)

Steve Tormey is Frank Doyle's Uncle. He has been with TD Marketing Co. for the past 8 years running the office, managing the staff, purchasing equipment, maintaining inventory, coordinating deliveries, handling service and overseeing the receivables and payables. Steve also assists all of our factories with collection calls making sure that our customers pay in a timely fashion.

Steve came to TD Marketing Co. after spending most of his professional career running a large New York City advertising firm. He was responsible for overseeing 130 employees and achieving the company's sales goals and expectations. Steve personally worked this large corporation through several recessions keeping the team in tact and on track. He has brought to us a lot of business and financial experience.

Glenn Tunis (Territory Sales Manager)

Glenn started his foodservice career with Herzog Foods as a North East Regional Sales Manager. Herzog Foods is a wholesale food distributor. Glenn started an equipment division and trained all the food sales representatives on how to sell and promote commercial equipment and smallwares. One of Glenn's largest customers was The New Jersey Commission for the Blind. This is a state run organization that provides business opportunities for the visually impaired.

The Commission for the Blind recruited Glenn to run the foodservice operations as a Foodservice Equipment and Renovation Specialist – Business Enterprise Program. He spent many years with them developing new programs, concepts and menus until one of Commercial Food Service Rep Groups in metropolitan New York / New Jersey saw what Glenn had to offer. At that time Glenn was ready for a new venture in the Foodservice industry.

Glenn worked for a competitive rep firm as a local New Jersey / New York Manufacturers Representative. He represented companies like Continental Refrigeration, Advance Tabco, Bally, Blodgett, Carter-Hoffman, Dispense-Rite, Electrolux Dito, Hatco Corp., Hickory, Kelly Products, Lowe Refrigeration, MagiKitchen, Pitco Frialator and Supreme Metal. Glenn brings to TD Marketing Co. end user operating skills, managerial skills, small business experience / sales and extensive foodservice knowledge.

2.0 Mission Statement

In the most professional and forthright manner our goal is to market, sell and get our brands specified in all levels of our identified target market. This will be accomplished by continuing to market our elite brands at fair and value-driven prices, accompanied by uncompromised quality and unchallenged product offerings. Products that allow us to sell to the consumers' need based on menu, dimensional requirements of their overall kitchen, operational flow, safety, efficiencies and vision. Our market penetration will continue to be the result of our products, people and value-added services, and will not be dictated entirely by price or buying group affiliations.

2.1 Executive Summary

This marketing plan is designed to give TD Marketing and the brands we represent a blueprint for marketing and selling in the New York / New Jersey Metropolitan territory and clear insight into the philosophy and infrastructure that make up TD Marketing.

Our objective is to:

- Identify our target market, market opportunities and promotional opportunities.
- Identify our strengths, weaknesses, opportunities and threats.
- Identify new ways to promote and unite all brands TD Marketing represents.
- Execute the aforementioned in a timely and thorough fashion.

The founder, principals and employees of TD Marketing are experienced foodservice industry professionals and are passionate about the companies they represent and the customers they service.

2.2 TD Marketing Lines

Aero Mfg., American Range, BakeMax, Bakers Pride, Beverage Air, Chill-Rite 32, Cold Zone, CresCor, English Mfg., Franklin Chef, Friginox, Giles Foodservice, Howard McCray, IMC / Teddy, Moffat, Moyer Diebel, Panasonic, Powered Aire, Royal Industries, Thermo-Kool and Thunderbird

3.0 Situation Analysis

Our firm offers a service to the factories we represent and the foodservice customers we serve. We provide equipment expertise, equipment layout and design, technical service assistance, crossover knowledge of the customer's operational needs, local market knowledge and current and future sales goals.

3.1 Market Summary

TD Marketing's MAFSI Region 3 territory is a 90-mile radius surrounding New York City, including: Fairfield County, Connecticut, Northern New Jersey from Monmouth County up to Sussex, Westchester and Rockland County, New York, the five boroughs of Manhattan, Suffolk and Nassau County, New York.

Within this area we divide our customer base into three main target categories for focus. These three-focused categories then can be broken down into individual types of establishments.

Specification:

- Design / Build Foodservice Equipment Dealers:

Bar Boy Products, All "Bowery" Dealers, Johnson Restaurant Equipment, Economy Paper and Supply, Wes Design, M. Tucker, Sam Tell, Premium Supply, BFA Foodservice, Tassone, E & A Restaurant Equipment, H. Weiss, Globe, Best Restaurant Equipment, Warehouse Store Fixtures, Commercial Kitchen Design, etc...

- Consultants and Architects:

Cini-Little International, Clevenger Frable LaVallee Design, Romano Gatland, Ricca Newmark, Shawmut Design & Construction, Gary Jacobs Associates, American Kitchen Associates, Raymond & Raymond Associates, Beer Associates, Philip C. Antico, Inc., King & King Architects, Van Vascotto Associates, Zaralban & Associates, Post-Grossbard, etc...

- Servicing Dealers:

Fairfield Refrigeration, Allstate Refrigeration, Day & Night. Kelnard Refrigeration, Jay Hill Repair, Acme Repair, All Seasons, Ace Mechanical, Alert Refrigeration, Malachy Mechanical, Alpro etc...

- Owner / Operator:

Independent Restaurant Owners, Russian Tea Room, Tavern On The Green, Le Caravelle, Oceana, Rhiga Royale, Tribeca Grill, Le Touque, Moomba, One If By Land Two If By Sea, Jean George, Mercer Kitchen, James Beard Foundation, Country Clubs, Business and Institution, Contract Feeders, etc...

- Hospitals and Healthcare:

Meridian Healthcare System, Blithe House (Assisted Living), Columbia, Sloan Kettering, Sound Shore Medical Center, NYU Medical Center, Jewish Home and Hospital, Continuous Health Partners, Cornell Medical Center, NYU, St. Mary's etc...

- Schools and Universities:

NYC Department of Education, Peter Kump's Cooking School, NJ Board Of Education, French Culinary Institute, NY Restaurant School, School Foodservice Management, Rutgers University, Sachem School District, Massapequa School District, Elizabeth, Passaic, Patterson, Brentwood, Sewahanaka, Great Neck, etc...

- State Departments:

New York / New Jersey Department of Corrections, New York City School Construction Authority, Nassau County Prisons, etc...

2. **Chain:**

- Businesses with multiple locations:

Nathan's Famous, Loews Theaters, Sbarro, Blimpie's, Restaurant Systems, Restaurant Associates, New World Coffee / Manhattan Bagel, Jersey Mike's Sub's, Ranch *1, Fine Host, Villa Pizza etc...

- Franchisees:

- *McDonald's:*

Trefz Corporation (34), Baim Enterprises (11), QSC Enterprises (7), 21st Century (20), Alp's Management (12), etc...

- *Burger King:*

King Conn Enterprises (14), 3826 Criston Corp. (3), Kingco Inc. (3), Quick Quality Rest. (21), etc...

- *Wendy's:*

Wenconn (4), Doherty Enterprises (25), The Braid Corp. (46), Willowbrook Inn Inc. (17), etc...

- *Arby's:*

Kiran Vachhani (8), Richard Martin (7), Carl Lofberg (3), Raymond Jones (11), Steve Carlson (14), etc...

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- Hotel/Motel:

Cendant Supplier Services (Ramada, Super 8, Days Inn, Howard Johnson, Travelodge & Knights Inn), Prime Hospitality Corp. (AmericSuites, Home Gates, Wingate & Wellesley Inn's) Starwood Hotels (Sheraton, Westin, W Hotels, Four Points, St. Regis & The Luxury Collections), Accor Business & Leisure (Sofitel & Novitel), Loews Hotels, Marriott, Hilton / Park Place Entertainment, Inter-Continental Hotels, Wyndham Hotels, etc...

Retail:

- Convenience Stores :

Amerada Hess (Hess Express), Quick Chek, Welsh Farms, Cumberland Farms etc...

- Supermarkets:

A & P, King Kullen, Grand Union, Food Circus, Sloans, Stew Leonards, Royal Farms, D'agostino's, Red Apple, Western Beef, Big V, Shop Rite, Pathmark / Wakefern, Twin County, etc....

- Bottlers:

Coca-Cola Fountain Service, Coke of NY, Pepsi Corporate and Bottlers, etc...

The TD Marketing sales team specializes in all of the above. Over the years, we have developed and maintained strong relationships in the industry. With our 150-years of combined experience in the foodservice industry, we have found that in today's market our customers are demanding higher quality products and service, lower operating costs and single source purchasing at a competitive price. TD Marketing and the brands we represent meet all of these criteria.

3.1.1 Market Relationships

Throughout the years all members of TD Marketing have cultivated and maintained vast relationships that to this day remain strong. Through the transition, these relationships will help us maintain existing business while generating new business and continuing to move the lines TD Marketing represents through these channels:

- Dealers:

Company Name	Relationship
• Bari Restaurant & Pizzeria Equipment.	22 Years
• Bar-Plex	15 Years
• US Foodservice / NDG	12 Years
• H. Weiss	20 Years
• M. Tucker	20 Years
• Wes Design	14 Years
• Johnson	22 Years
• J. Kings	12 Years
• E & A	20 Years
• Economy Paper	20 Years
• Empire Bakery	10 Years
• Daroma	22 Years
• Chef's Corner	12 Years
• BFA Foodservice	14 Years
• E. Friedman	15 Years
• Bar Boy	20 Years
• Harris	15 Years
• Warehouse Store Fixture	10 Years

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| • Globe | 16 Years |
| • Designs By Keiser | 22 Years |
| • Premium | 16 Years |
| • Tassone | 16 Years |
| • Commercial Kitchen Design | 15 Years |
| • R & S | 22 Years |
| • Restaurant Depot / Jetro | 15 Years |
| • Win Depot | 22 Years |
| • Sam Tell | 15 Years |
| • Corbo Hotel, Restaurant & Bar Supply | 22 Years |
| • Wholesale | 15 Years |

• Consultants:

Company Name	Relationship
• Cini-Little International	18 Years
• AKA	18 Years
• Clevenger Frable Lavalley Design	16 Years
• Raymond & Raymond	16 Years
• Beer Associates	16 Years
• Romano Gatland	18 Years
• Post & Grossbard Assoc.	14 Years
• Zaralban	14 Years
• Giampietro Associates	14 Years
• Ricca Newmark	10 Years
• Shawmut Design & Construction	10 Years
• Gary Jacobs Associates	18 Years

• Chains:

Company Name	Relationship
• Nathan's Famous	20 Years
• Sbarro	18 Years
• Restaurant Systems	14 Years
• Riese Organization	15 Years
• New World Restaurant Group	15 Years
• Jersey Mike's Sub's	20 Years
• Fine Host	14 Years
• Wendy's	10 Years
• Pizza Hut / Yum Brands	2 Years
• BK / PK Management	10 Years
• Charlie Brown's Steakhouse	10 Years

• Hotels:

Company Name	Relationship
• Prime Hospitality Corp.	14 Years
• Cendant Supplier Services	10 Years
• Hotel Inter-Continental	11 Years

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- Loews Hotels 7 Years
- Starwood Hotels 10 Years
- Accor Business & Leisure 6 Years

• Convenience Stores:

Company Name	Relationship
• Amerada Hess Corporation	15 Years
• Quick Chek	11 Years

• State Departments:

Company Name	Relationship
• New York City Department of Corrections	14 Years
• New York City School Construction Authority	20 Years
• USCG	10 Years
• USA ACA	10 Years
• Board of Health	10 Years

• Schools & Universities:

Company Name	Relationship
• New York City Department of Education	22 Years
• New Jersey Board of Education	18 Years

3.1.1 Market Needs

When a dealer, consultant, chain or end user wants to purchase refrigeration, ventilation and/or cooking equipment, there is a need for first-hand knowledge, experience and expertise of the equipment they require. Many customers, both new and experienced in the foodservice industry, are unsure of the type of equipment to fit their needs, what to ask for, and where to get it. With the knowledge and expertise of TD Marketing, we can provide these existing and potential customers with hands on training, educating them of the features and benefits of all products we represent at one location. This training will in turn provide the customer with the knowledge and understanding they need to purchase the right equipment package.

Consultants, foodservice and refrigeration dealers have all become much more dependant on factories for immediate assistance on quotes, designs, specifications including rough-ins and sizing (ice machines and hoods), field measurements, features and benefits of the lines represented to the end user and most importantly, start-ups and demos. TD Marketing reduces their sense of risk to the client. If things go wrong they have the reps, the experts with whom they work to solve the problem. If things go right, they get the credit.

Equipment demands are changing. Chefs, chains, supermarkets and convenience stores aren't just looking for cooking and refrigeration equipment. They are looking for equipment that addresses their needs. They are requiring equipment that allows for flexibility in menus, is more durable, needs less pampering (thereby reducing labor), provides efficiency of movement and cost of operation, is customizable to their setting, complies with all safety and NSF requirements, and at the same time is value added. The brands that TD Marketing partners with truly represent today's "solution" to tomorrow's kitchen.

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3.1.2 Market Trends

- Consolidated Effort. Customers want a single source for their total equipment package- “One Stop Shopping”.
- Enrollment of students in schools and universities will continue to rise.
- Chain restaurants, full-service and quick serve, are adding new concepts and co-branding in existing locations. Franchisees of McDonald’s, Burger King, Wendy’s, Arby’s and many more continue to grow at a rapid pace.
- People are getting older, creating a shortage of long-term healthcare facilities, senior centers, and assisted living facilities.
- More people are traveling to different cities in the USA than anytime in history. There is a shortage of hotel rooms in and around New York City.
- People are working harder and longer hours. They are also playing harder. They are putting the pressure on leisure venues.
- Supermarkets are continuing to expand and build new super-stores. The consumer is demanding more prepared foods, which are starting to rival the quality of the local restaurants.
- End users are shopping and buying on the world wide web creating a lot of pricing issues

3.2 SWOT Analysis

TD Marketing recognizes the following strengths, weaknesses, opportunities, and threats (SWOT):

Strengths:

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| <ul style="list-style-type: none"> • Young and experienced sales and marketing team • Our Relationships • Diverse backgrounds • Estimating, quotations, customer service • Direct factory experience • Layout and design on CAD • Centralized office / showroom | <ul style="list-style-type: none"> • Technology • No conflicting lines • No debt or financial restraints • Knowledge of competition • Brand Recognition • Distribution and Warehouse • TD Marketing Test Kitchen |
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Weaknesses:

- Distribution and Warehouse
- Missing Products To Complete Full Kitchen / Bar

Opportunities:

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| <ul style="list-style-type: none"> • Growing population • Recession • Internet • Capitalize on our competitors’ weaknesses • Existing relationships | <ul style="list-style-type: none"> • Department of Corrections • Schools and Universities • Hospitals and Healthcare • Consolidated Effort |
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Threats:

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| <ul style="list-style-type: none"> • Local and National Competition • Economic Slow Down • Imports | <ul style="list-style-type: none"> • Market Saturation • Past Representation |
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3.2.1 Strengths

- **Young and Experienced Sales and Marketing Team.** Though our team is made up of over 150 combined years of direct foodservice equipment sales knowledge, we provide a fresh new outlook on the marketplace.
- **Our Relationships.** Through our family history and past experience in the industry, we have developed strong, long-lasting relationships within all segments of the industry.
- **Diverse backgrounds.** Very knowledgeable in all aspects of the business. This includes both hot and cold side, equipment and smallwares. Along with knowledge, a diversity of point of view is a powerful asset to any sales organization. Our employees have worked in the following trades and positions; Chef, Equipment Estimator, Outside Sales Manager, Foodservice Equipment Fabricator, Refrigeration Technician, Dealer, Distributor, VP of Sales & Marketing, National Sales Manager, Regional Sales Manager, Accounting and private Business Owner.
- **Estimating, quotations, customer service.** Customers are looking for more value added services and TD Marketing is there to provide them with this. 90% of quotations are done in-house or right in front of our customers. We log every quote that our team does. This allows us to follow up on projects and report back to our factories. We tackle all questions in house including technical service support, parts, lead-times, price increases, special promotions and tracking information.
- **Direct Factory Experience.** As managers with major manufacturers we have a better understanding and knowledge of what factories expect of an independent rep group. Using this information as a tool, TD Marketing better serves the brands we represent and assist in accomplishing their goals.
- **Layout and Design on CAD.** All principals have CAD experience. Our company expert, Frank Doyle, has been working with CAD for over Eight years. This allows us to generate leads before reaching the street through architects. We also provide this service to Dealers that do not have the capability. We work with KCL and AutoQuotes.
- **Centralized Office / Showroom.** Conveniently located in East Rutherford, NJ just outside of New York City. Close to all major highways, bridges, tunnels, trains and airports. It is easy for customers and Sales Managers to get to our location.
- **Technology.** Our office is equipped with the latest color fax machines, color copier, color printers, scanners and Pentium computers linked with a network. The phone system has room for our company to grow, the on hold message system is updated quarterly. Our website is updated whenever new information or special pricing is available. Visit the website at www.tdmarketingco.com. Our office is set up with AutoQuotes, KCL CADalog, RPMS rep management software, QuickBooks Pro, dedicated modems, desktop publishing program, Internet access and e-mail. AutoCAD Lt 2009 allows us to supply simple conception drawings to consultants and prospective customers. All five laptop computers have up-link capability to our centralized network through Microsoft NT & Outlook.
- **No conflicting lines.** In order to maintain the integrity of our efforts and support a non selective loyalty, TD Marketing will not represent lines with conflicting products.
- **No debt or financial concerns.** We have been incorporated for 10-years. Our factories need not be concerned with misguided focus due to any previous buyout agreements or planning for a principal's retirement in forthcoming years.
- **Knowledge of Competition.** TD Marketing has more brand knowledge and education on competition than most others. Combined our sales team has worked directly for or represented the following companies: Admiral Craft, Scotsman Ice Systems (Enodis), Server Products, Lakeside, Blakeslee, Howard/McCray Refrigeration, Blodgett, Blodgett Combi, MagiKitch'n, Marlo Mfg. Co., Hatco, Bally,
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Carter Hoffman, Dispense-Rite, Dito Dean, Hickory, Advance Tabco, Lowe Refrigeration, Pitco Frialator, Supreme Metal, Everpure, Lakeside, Low Temp, Stellar Steam, Continental, Alto-Sham, Sharp, Panasonic, Groen, Avtec, Randell, Woodstone, Amana.

- **Distribution and warehouse.** Our product distribution capability and our 4,000 sq. ft. warehouse with pallet racking allow us to offer project staging and product and parts distribution. We currently warehouse product for Thunderbird and we distribute Panasonic.
- **TD Marketing Test Kitchen.** TD Marketing has a full functioning test kitchen in our showroom located in East Rutherford, NJ. Currently we have a Greenheck hood, CresCor Roast N Hold Oven, CresCor Holding Cabinet, Panasonic Sonic Steamer, Lainox Combi Oven, Beverage Air Freezer, Beverage Air Refrigerator, Moffat Convection Oven, Aero Chef's Counter with Double Overshelf and Pot Rack, Moyer Diebel Undercounter Dish Machine, Aero Undercounter Dishtable with pre-rinse sink and spray faucet.

3.2.2 Weaknesses

- **Distribution and warehouse.** Some dealers view reps that stock as competitors. We do not try and stock very much, but we have found that today's customers need product the same day. We do not advertise that we have this capability, but if we represent a factory that needs this service we have it available.
- **Missing products necessary to provide a complete kitchen and bar package.** This Creates opportunity for customers to look to other rep organizations to fill a void that the TD Marketing may not be able to fill at that time. TD Marketing is aggressively searching to fill the void with only factories that complement our existing brands, thus creating a single source for complete kitchen solutions.

3.2.3 Opportunities

- **Growing population.** The need for additional recreational facilities such as golf courses, boat clubs, stadiums, and casinos, as well as the demand for upscale and high-end restaurants, still remain strong.
- **Recession.** The foodservice industry as a whole grew consistently for the last 10-years. We are facing some challenging times ahead, but this can be looked at in a different way. Only the strong and hungry will survive. People will still go out to eat, drink, play golf etc.. The TD marketing plan will facilitate a stronger presence altogether in every segment. The enthusiasm, youth, knowledge and background of TD Marketing with the brand recognition of all the companies that we represent will allow us to take valuable market share from our competitors creating incremental volume.
- **Internet.** Owners and operators of foodservice establishments are getting more and more comfortable with the World Wide Web every day. They are utilizing it for some if not all of their inquiries on products, services and purchasing needs. TD Marketing is on the leading edge with a comprehensive Web site. We have links to all of our manufactures sites as well as current job listings. Pricing seems to be our only challenge on the internet. As manufacturers get more involved with supporting MAP pricing this will straighten everything out and keep dealers on a level playing field.
- **Capitalize on our Competitor's Weakness.** TD Marketing knows and fully understands how our competition goes to market. This will give us an advantage over them on new promotional programs, training seminars, mailers, contests and advertisements in local trade publications.
- **Existing Relationships.** Utilizing our long-term relationships will assist in maintaining and growing existing business while developing a new customer database.
- **Department of Corrections.** Large, growing segment of the industry that typically remains unnoticed. Local prisons can buy with out getting approval anything they want as long as it does not exceed \$20,000.00. Anything over \$20,000.00 has to go out to bid.

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- **Schools and Universities.** High enrollment rates are putting pressure on these institutions to meet demands in increased foodservice needs. New kitchens, dining halls, and cafeterias are homes for all TD companies. The Department of Education in New York is looking to go green and revisiting current specifications. This opens the door for CHANGE.
- **Hospitals and Healthcare.** People are getting older, creating a shortage of long-term healthcare facilities, senior centers and assisted living facilities. Food born illnesses, cross contamination, bacteria and rust have hospitals and nursing homes more concerned with food handling, storage and safety.
- **Consolidated Effort.** Single source for all your kitchen needs.

3.2.4 Threats

- **Local & National Competition.** Fabricators building custom stainless steel equipment in small warehouses and/or garages in New York City. Catalog Houses drop shipping equipment into the market place. Internet based business selling at cost and working on rebates.
- **Economic Slowdown.** The strong domestic economy has been good for the foodservice industry with growth in every segment for many years now. It was until November of 2008 that things have changed for the worse. This economic recession can reduce disposable income directly affecting the industry.
- **Imports.** Companies like Turbo Air, US Refrigeration, Ascend, Fagor and Entre are importing equipment cheaper than our American factories can build it domestically. Even domestic manufacturers are looking at importing products to expand their product line offering. This is also happening in smallwares with companies like Winco and Thunder Group as well as buying groups like Pride. Pride imports there own line of sinks and ranges.
- **Market Saturation.** Quality of products has improved tremendously over time. Equipment is lasting longer making replacement business decrease while new competition continues to increase.
- **Past Representation.** Salvaging broken relationships as well as maintaining solid ones.

3.3 Keys to Success

Unite all kitchen and bar components under one sales and marketing umbrella, **TD Marketing**. Make our position clear in the territory. As a partner with our manufacturers, we are all now just one company with numerous solutions to tomorrow's kitchen.

We have committed ourselves to developing and maintaining a competitive advantage by establishing the TD manufacturing partners as the "must have" equipment in our core market.

Secure additional chain business. The large chain accounts are a prime target, but more concentration must be directed toward the smaller secondary chains and franchisees. They can offer greater opportunity and growth and replacement business.

Market our manufacturers directly to supermarkets, convenience stores, department of corrections, schools, universities, hotels, motels, franchisees, hospitals and nursing homes. Participate in their associations including SFM, HFM, ACFSA, CSI, FIA, NJRA, NYSRA, NYSNA and Star Chefs, to learn about upcoming projects before hitting the street.

Get aggressively involved with all the buying groups in which our manufacturers participate. Build long lasting partnerships with those dealers for their complete kitchen packages. Provide value added services, product

Providing Today's Solutions for Tomorrow's Kitchen



availability, education and training on all lines we represent.

Educate the end user and person ultimately using the equipment. We want our customers asking for our brands walking into a dealership.

Provide ongoing service training on both hot and cold side to technicians. The more comfortable they are working on our equipment, the more they will recommend our brands.

A sales company cannot continue to prosper without repeat business. What keeps the dealers, consultants, chains and end users coming back to TD Marketing? An educated sales person, a quality product, fairs and values laden pricing and impeccable pre and post sale service.

It is the correct mix of these services that we at TD Marketing provide. The highest quality product, service, knowledge, layout & design, response, follow through, and customer successes. We must stay on this course, excel in these areas, and repeat business will continue to grow.

3.3.1 Implementation and Strategy

Continue our TD Marketing advertising and marketing campaign with quarterly mailings, e-advertising and monthly advertising through Total Food Service. Total Food Service is a highly viewed and well-respected local trade newspaper in this market. This is designed to assimilate our name and our brands to the dealers, consultants, chains, and end users.

With symposiums and training held in our test kitchen and showroom, we will continue to educate the dealers, consultants, chains and consumers. Such training will also be carried out with visits to the Factories of our manufacturers. Additionally, it is imperative that the entire TD sales and marketing team visits all the manufacturing facilities of the brands we represent as well. This is critical for a smooth, fast and productive transition in the market place.

TD Marketing's outside sales force, from the beginning, will allow us to be in front of the dealers, consultants, end users and chains faster and more often than our competitors. Our enhanced presence will allow us to work more closely with our customers providing them with value added services.

When taking a new line on, a blitz will be organized to cover our entire territory, quickly informing our customers on the new alignment and changes that will take place. An introductory reception will follow, inviting our entire customer base, with the Manufacturer Executives present.

Annual and Bi-annual trade show participation will include the I H/M & R Show, International Restaurant Show of New York, New York Pizza Show (PMQ), Club Managers Show, New York School Foodservice Nutrition Association, NJ Restaurant Show, NRA, NAFEM and other related associations.

We currently have a part-time company Chef, Chef Lou. Chef Lou works the local shows we participate in and cooks live in our Moffat convection ovens, Panasonic sonic steamer and CresCor roast n hold ovens.

3.3.2 Succession Plan

TD Marketing is a young sales organization whose principals are in their late thirties and early forties in perfect health and fitness. With this in mind, our company should and will remain under the same management for many years to come.

In the event of the untimely passing of any principal of the organization, there are terms within the stockholder agreement that the shares will be divided amongst the remaining principals so the business and its day-to-day operation will continue to function uninterrupted.