



TD MARKETING COMPANY PROFILE

Main Office:

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E. Rutherford, New Jersey 07073
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Warehouse / Test Kitchen / Showroom:

341 Railroad Ave.
E. Rutherford, New Jersey 07073
Ph: 201.935.1600 Fax: 201.935.1260

PRINCIPALS:

Frank J. Doyle, Mike Klatman, Pete Locilento, Linda Cerny

TOTAL PERSONNEL (7) 3 INSIDE – 4 OUTSIDE:

TD Marketing consists of over 150-Years of combined foodservice experience. The team includes: Frank Doyle, Barbara LeBow, Mike Klatman, Pete Locilento, Glenn Tunis, Linda Cerny, Steve Tormey

TOTAL LINES REPRESENTED (22):

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

EQUIPMENT REPRESENTED:

Cooking, Refrigeration, Ventless Hoods, Electric Fryers, Custom Fabrication, Pizza Ovens, Microwaves, Sinks, Tables, Mixers, Air Curtains, Millwork, Combi-Ovens, Meat Grinders, Walk-In Boxes, Vacuum Packaging Machines, Sneeze Guards, Display Cases, Convection Ovens, Beer Systems, Frozen Towers and Rails, Proofing Cabinets, Transport Cabinets, Dough Sheeters, Dish Machines, Glass Washers, Floor Troughs and Engineered Rack Systems

MARKET SEGMENTS REPRESENTED:

Foodservice – Chains, Consultants, Business and Industry (B & I), Healthcare, School Foodservice, Supermarkets, Prisons, Foodservice and Servicing Dealers, Convenience Stores, Janitorial and Plumbing Supply, Wholesale Distribution

INDUSTRY ASSOCIATIONS:

MAFSI, NJRA, NYSRA, NYSNA, ACF-JSC, ACFSA, SFM, HFM, NJLBA, ACFSA

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SALES SUCCESSES:

TD Marketing was started in November of "2000" just representing two manufactures. The company merged with Frank's father's business, Frank J. Doyle Inc. in January of "2002". It has grown significantly every year since it was started. Sales continued to escalate by adding new factories and additional personnel. Overall Company Growth in "2002" 18.9% "2003" 24.2%, "2004" 25.4%, "2005" 27.2% "2006" 15.1% "2007" 11%.

- **Aero Manufacturing:** We have represented Aero Mfg. for 3 years now. The import companies with sinks, tables and shelving have really impacted the growth opportunities with Aero. We have taken the line in a different direction focusing on custom stainless steel and modifying standard pieces that the import companies can not do. Sales are growing now and we created a program with Restaurant Depot to have tables stocked at all the branches.
- **American Range:** Sales growth from "2002" until "2007" on average of 12% over prior year. The first two years we more than doubled the business from only \$900,000 to over \$2.5 million. We are on plan to due over \$3 million in sales in "2008".
- **BakeMax:** Import company from Canada. We started from zero in "2007" and today do over \$500,000 in sales.
- **Bakers Pride:** We have consistently grown the sales starting in "2003" to "2008" by an average of 7%. We have worked hard with consultants and contract dealers to make Bakers Pride a specified brand. It is higher price than the competition, but the quality of the product makes the difference. Customers ask for the name.
- **Beverage Air:** (Ali Group) Largest sales territory (MAFSI Region 3) in the country from "2001" until "2006" with sales averaging \$7.5 million. Texas beat us out with the chain business in "2007". Due to the import companies stocking locally and lowering prices our sales have decreased in this market by 20%. We have gone in a different direction and put our attention on the spec market for future success. This has already proven to be successful. Beverage Air has been in the family business for over 25-years now.
- **Chill-Rite 32:** This is an engineered beer dispensing company that before we teamed up with in "2006" only did chain business. Our strategy with Chill-Rite was to take it to consultants, dealers, liquor and beer distributors to make it the specified brand which we have accomplished. Our sales have grown over 22% every year.
- **Cold Zone:** This is a product line that is designed and engineered through food service consultants and contract dealers. We also work it through chains including supermarkets. Cold Zone sales numbers have grown an average of 6% since "2002" when we took the line on. Some years much more depending on the size of the projects. We have been specified on many stadium projects.

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- **CresCor:** In “2004” CresCor was only doing \$400,000 in this territory. It was already a highly recognized brand name in the consultant community so we had to market the brand direct to dealers, chains, schools and healthcare facilities. Our CresCor sales are up over 45% from “2004” and continue to grow every year.
- **English Manufacturing:** We have just signed the contract with this sneeze guard company in “2008”. They have done very little business in this territory, but we see it as a good fit for the rest of the lines we represent. Sneeze Guards are in almost every restaurant and cafeteria. We will be focusing on chains, healthcare, schools, dealer and consultants. Their design is very unique and priced affordably.
- **Franklin Chef:** In “2007” we took this line of imported ice machines and wine cellars on that was doing very little in commercial food service. They have been marketing on the retail side of the business through companies like Costco, BJ’s Wholesale, Home Depot, Lowes and Sam’s Club. We established a full network of service companies and distribution in the metro NY/NJ marketplace. Sales have grown to over \$1 million in the short time we have had the line. We expect to do well over \$2.5 million in the next 2-years.
- **Friginox:** (Ali Group) This is a line of blast freezers and chillers. We believe it will be marketed through Beverage Air in the near future. We have represented Friginox since “2005” when the Ali Group brought it into the states. It had zero presence in the country and now does over \$100,000.00 in metro NY/NJ. The sales have been driven by consultants and design / build dealers. We have done several corporate feeding facilities using Friginox.
- **Giles Foodservice:** This unique ventless hood system with electric fryers is in high demand, but not yet approved in NYC or the 5 boroughs. We were hired in “2007” at NAFEM to start planting the seed and help them through the approval process with MEA in NYC. This is exactly what we have done. We have (10) test sights in Manhattan with Flik International, Ritz Carlton, National Restaurant Group and Pizza Hut. Once we pass the inspections with the FDNY this line will do well over \$3 million.
- **Hill Phoenix:** In “2005” we met with the company that was called East Coast Display. ECD manufactured millwork, which was a void in our product line. They had never had a rep before and were not sure if it would work or not. Only 2-years later we were doing over \$1.5 million in millwork in our territory. Hill Phoenix purchased ECD in “2008”. With the resources and technology they have been providing to the millwork business our sales will continue to grow. We market this product line to consultants, dealers, chains, supermarkets and convenience stores.
- **Howard McCray:** We were awarded this line at NAFEM in “2007”. Sales were very flat for Howard McCray at the time and they needed a burst of energy to wake them up. In the short time we have been selling this brand our sales have grown over \$1 million dollars. We set up distribution for them and created a freight program that was affordable to our dealers. Our customers always recognized the brand name, but it was out of sight and out of mind. Now it is in front of our dealers and consultants and continues to grow.

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- **IMC / Teddy:** We partnered up with IMC / Teddy in March of “2008”. Their annual sales were about \$400,000.00. By July of “2008” we already did over \$700,000.00. This is a line of floor troughs, sinks, shelving and modular serving counters. Just about every consultant in this marketplace specifies IMC / Teddy. We have targeted plumbing supply companies, dealers, schools, healthcare facilities and chains. The sales have continued to grow and we are working on a few different stadium projects.
- **Moffat:** (Ali Group) This is a company that we have represented since “2002”. It is a unique line of space saving electric and gas convection ovens. A perfect fit for NYC. Our sales have grown through consultants, dealers and chains on average of 8.3% every year
- **Moyer Diebel:** (Ali Group) We were awarded this line of glass washers and under counter dish machines in “2005”. It is a sister company of Moffat. The sales have grown an average of 12% since we took it on. We have targeted the Bar and Nightclub shows, School shows, Business and Industries and Healthcare Facilities (pantries).
- **Panasonic:** In “2003” we became the metro NY/NJ representative / distributor for Panasonic commercial microwaves, vacuums and rice cookers. Larry Doyle, represented Panasonic back in the early “80’s”. He was the first rep / distributor Panasonic had in the country. Our sales have grown over 33% since taking the line.
- **Powered Aire:** This is a line of powered air curtains that we took on as a challenge in “2006”. They are not string in foodservice, but in the retail business they are huge doing business with Wall-Mart, Home Depot, Costco and Target. We are getting the brand name specified through consultants and making dealers aware of the technology. We started from ground zero and are working our way up.
- **Royal Industries:** We have grown the Smallwares business for Royal even through challenging times with import companies slashing prices and providing free delivery. This has been done by promoting the Royal Industries to all segments of the business and marketing the entire broad product line offering. This is a one stop shop for all your Smallwares, furniture and janitorial supply needs. Royal has been with TD Marketing since “2004”
- **Thermo-Kool:** When we were hired back in “2005” Thermo-Kool was in the re-building stages. They had been going between rep group to rep group trying to find the perfect fit. When Joylin, their rep of 20-years went out of business so did the relationships that were established over the years. We had to reinvent Thermo-Kool and prove to dealers and customers it is the same Thermo-Kool they were used to specifying. Our numbers are up over 120% from when we took the line on and continue to grow every year.
- **Thunderbird:** This line of mixers and meat grinders has really taken off in metro NY/NJ since we teamed up with them back in “2004”. TD Marketing warehouses all of their products locally allowing for same day pick up or next day delivery. Even in the price sensitive marketplace we are able to sell the features and benefits of Thunderbird and having the flexibility of local inventory seals the deal. Thunderbird sales have grown consistently 12% every year.

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3 YEAR COMPANY OBJECTIVE:

- Limit lines represented for maximum focus and effectiveness.
- Personnel enhancements: Inside 1, Outside 2. Total Staff 10.
- Continue to upgrade and enhance our company technologies.
- Improve website to be used more as a selling tool and place to go for information
- Grow the Annual TD Marketing Trade Show with more factory participation and possible new location(s)
- Add new and exciting promotional trips and programs to increase existing sales while capturing new business
- Promote continued education on foodservice equipment through training at local and factory levels
- Purchase a new building with an additional 5,000 sqft of space
- Purchase (1) one additional Delivery Van for a total of (3) Three.
- Purchase (2) two new smart cars for sales representatives. It's time to go GREEN.

SUCCESSION PLAN

TD Marketing is a young sales organization, tempered with seasoned professionals, 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.