

## ***THE MIDDLEBY CORPORATION***

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### **Industry Veteran Chuck Freer Joins The Middleby Corporation**

ELGIN, Ill.— (April 16, 2010)—The Middleby Corporation today announced Chuck Freer has joined Middleby Marshall, the conveyor oven division of The Middleby Corporation, as Vice President of Sales and Business Development. In his new position Mr. Freer will have a strategic role in expanding the conveyor oven business.

“Chuck is an outstanding addition to Middleby and strengthens all of our brands. He is highly respected in the industry and has long-standing relationships with key global customers,” said Selim A. Bassoul, Chairman and CEO of The Middleby Corporation. “His extensive industry knowledge coupled with his hands-on experience as a former restaurant owner brings a true customer perspective to Middleby. In addition to his role at Middleby Marshall, we expect Chuck’s expertise to move companywide strategic sales initiatives forward.”

Mr. Freer brings more than 20 years of foodservice equipment experience to his new position with Middleby Marshall. Before joining Middleby, he held several high level positions within Manitowoc Foodservice. Most recently he was Area Vice President, representing all Manitowoc foodservice brands. Prior to that position he was Vice President of Sales for National Accounts. He started with Manitowoc as Vice President of Sales at Lincoln, the company’s conveyor oven division.

Before joining Manitowoc, Mr. Freer held positions with Bakers Pride Oven Company and as a restaurant owner operator.

The Middleby Marshall WOW! Oven is now being specified by the world’s six largest pizza chains. More than 6,000 Middleby Marshall WOW! Ovens are in use around the world. The highly patented WOW! Oven is the most energy efficient and fastest cooking conveyor oven in the world.

The Middleby Corporation is a global leader in the foodservice equipment industry. The company develops, manufactures, markets and services a broad line of equipment used for commercial food cooking, preparation and processing. The company’s leading equipment brands serving the commercial foodservice industry include Anets®, Blodgett®, Blodgett Combi®, Blodgett Range®, Bloomfield®, Carter Hoffmann®, CookTek®, CTX®, Doyon®, frifri®, Giga®, Holman®, Houno®, Jade®, Lang®, MagiKitch’n®, Middleby Marshall®, Nu-Vu®, Pitco Frialator®, Southbend®, Star®, Toastmaster®, TurboChef® and Wells®. The company’s leading equipment brands serving the food processing industry include Alkar®, MP Equipment®, and RapidPak®. The Middleby Corporation was recognized by Business Week as one of the Top 100 Hot Growth Companies of 2007, 2008 and 2009 and by Forbes as one of the Best Small Companies in 2007, 2008 and 2009. For more information about The Middleby Corporation and the company brands, please visit [www.middleby.com](http://www.middleby.com).

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