

TurboChef Söta Rapid-cook Oven Voted Winner in the CSP Retailer Contest

Carrollton, TX (August 23, 2010) TurboChef, a division of The Middleby Corporation (NASDAQ:MIDD), announced that the Söta rapid-cook oven has been voted winner of the 2010 CSP Retailer Choice Best New Product Contest in the Foodservice category. This award is sponsored by Convenience Store Petroleum (CSP) Magazine, the industrys leading publication for convenience retailing and foodservice, and contest winners are selected by convenience store owners and operators.

TurboChef is honored to receive this award and recognizes the dedication of the people at TurboChef and its partners, said David Shave, Vice President of Global Sales and Marketing for TurboChef. The Sota oven allows convenience store operators as well as many other market segments around the world to expand their food offering and increase profits. We are proud to receive the recognition from CSP and the retailer community.



The Sota rapid-cook oven offers superior cooking performance while requiring minimal space and energy. Because of its unique styling and ventless operation, the Sota is ideal for front-of-the-house operations, enabling foodservice operators to serve quality food fast. For an opportunity to experience the Sota in action, please visit the Middleby booth at the NACS show, October 5-8 at the Georgia World Congress Center in Atlanta. TurboChef will be featuring its full line of rapid cook ovens with live cooking demonstrations.

About TurboChef Technologies

TurboChef Technologies, Inc. is a leading provider of equipment, technology, and services focused on the high-speed preparation of food products for the worldwide commercial primary-cooking equipment market. TurboChef also offers equipment for residential markets through the application of its high-speed cooking technologies. TurboChef's user-friendly speed cook ovens employ proprietary combinations of heating technologies to cook a variety of food products at speeds faster than that of conventional heating methods, and to quality standards that are comparable or superior. The address of TurboChef's principal executive office is 4240 International Parkway, Suite 105, Carrollton, TX 75007.

For more information about TurboChef, visit www.turbochef.com

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