



March 16, 2017

Mr. Mark Sieron
President
Middleby Marshall/CTX
1400 Toastmaster Drive
Elgin, IL 60120

Dear Mr. Sieron:

Congratulations! We are delighted to inform you that the Kitchen Innovations® Expert Panel of Judges has selected the *WOW 2 Grilling System* as one of the outstanding innovations to receive a 2017 Kitchen Innovations Award. This will be a great opportunity to showcase the *WOW 2 Grilling System* at NRA Show® 2017 as well as build awareness and interest across the foodservice industry.

Your product has been judged by an independent, expert panel of industry leaders who have found the *WOW 2 Grilling System* to be truly innovative in this industry. The panel consists of **Dan Bendall** (Principal, FoodStrategy, Inc.), **Jeff Cook** (Chief Engineer, Restaurant Solutions Group, McDonald's Corporation), **David Chislett** (Executive Principal, Ricca Design Studios), **Richard Eisenbarth, FCSI** (President / COO, Cini-Little International), **Foster F. Frable, Jr., FCSI Associate AIA** (President, Clevenger Frable LaVallee), **Randy Homer** (Program Manager, Food & Beverage Operations Asset Management, Walt Disney Parks and Resorts), **Jim Krueger, Jr., CMCE, NRAMF** (Chief, Air Force Food & Beverage Business Development & Strategic Initiatives Air Force Services Activity (AFSVA)), **Aaron LaMotte** (Senior Director, Performance Interiors and Sodexo Performance Interiors) and **Steve Otto** (Director, Capital Equipment Purchasing, Darden).

We look forward to working with you as we finalize plans and execute this very exciting program.

Sincerely,

A handwritten signature in blue ink, appearing to read "Mary Pat Heftman".

Mary Pat Heftman
Executive Vice President, Convention
& Strategic Alliances

A handwritten signature in blue ink, appearing to read "Jennifer Morris".

Jennifer Morris
Vice President, Meetings & Tradeshow