

THE MIDDLEBY CORPORATION

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Middleby Marshall WOW! Oven Named Winner of 2010 Caterer and Hotelkeeper Equipment & Supplies Excellence Award

March 2, 2010 --The Middleby Marshall WOW! Oven PS640 was named a 2010 Winner of the Caterer and Hotelkeeper Equipment & Supplies Excellence Award (UK) in the Ovens and Ranges Category. The Award is one of the oldest and most prestigious, which recognizes equipment innovation and enterprise.

The energy-saving features of the Middleby Marshall 640 Wow! conveyor oven have already won it two major awards in the USA this year and make it the latest in conveyor oven technology, combining substantial savings in gas (up to 50%), greatly reduced emissions, plus improvements in the operational output and speed.

The key to the energy saving is the patented magic-eye technology at the entrance to the oven which senses when there is product placed on the belt ready to cook. Like all great ideas, it is very simple. When the electronic eye senses product the belt will start, and when there is no product on the belt, the magic eye puts the oven into a sleep mode. The machine will automatically enter sleep mode if product is not placed on the incoming belt within 30 seconds of a cooked item exiting.

Caterer and Hotelkeeper is renowned for the breadth of industry coverage, while its analysis digs deep and is always enlightening, frequently challenging, but never predictable. Published for over 128 years, **Caterer and Hotelkeeper** has grown up with the industry and is read and respected by frontline professionals, with an enviable reputation as a vital aid to informing and influencing their opinions and career decisions

The judges were impressed with the WOW! Oven the potential saving on energy bills, faster bake times and more comfortable working environment. More information on the award is available at www.caterersearch.com or at www.wowoven.com.