



January 24, 2011

Dear Valued Customer,

We thank you for considering Bakers Pride as your trusted Food Service Supplier. We continue to strive to exceed expectations with an unsurpassed level of service and a positive customer experience.

While we continue our efforts on cost reduction through production and business processes, a continuing trend of rising raw material costs has forced us to make pricing adjustments at this time. The new price list is effective Monday, February 14, 2011.

Sincerely,

EJ Morrow  
President, Standex Cooking Solutions Group