

FOODSERVICE EQUIPMENT *reports*

April 1, 2005

Mark Fishman
President
S.S. Kemp & Co.

Dear Mark:

In a world of short-lived partnerships and fickle customers, it's clear you've done something special to create such strong relationships with your clients.

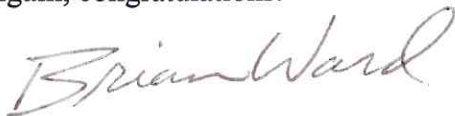
With that in mind, we're pleased to inform you that your company has been named a regional winner of the inaugural Customer Choice Dealer Award sponsored by *Foodservice Equipment Reports* magazine.

The Customer Choice Dealer Award honors those dealers whose integrity and emphasis on service have earned the respect of their customers. As the program's name indicates, customers themselves vote for the winners. A poll open to the 20,000+ operators and consultants among our readership yielded a very short list of national and regional dealers who clearly had earned special recognition. We hope you're proud that your own clients have singled you out for this tribute.

We will honor you and a small group of other winners at an awards ceremony Friday, May 20, 2005, at the Sofitel Hotel in Chicago. We've invited the whole industry to join us in tribute, and we hope you can be on hand as our guest.

Please call either Robin Ashton or myself for further details at 800/986-9616.

Again, congratulations.



Brian Ward
Chief Editor and Associate Publisher