



~ Taste the Difference ~

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NEW ELECTRO FREEZE® LOGO AND WEBSITE INTRODUCED TO ENHANCE BRAND RECOGNITION AND HONOR HERITAGE

East Moline, IL February 4, 2013 – Electro Freeze®, a division of H.C. Duke and Son, LLC (Duke), introduced their new Electro Freeze® logo and website today, making the most dramatic change to its visual identity since 1969. “The most profound change to the logo is the EF Cone icon,” said Tom Hotard, President. “Electro Freeze® is known for its premium soft serve dispensing equipment and for developing the first twist soft serve machine in 1958, a concept that revolutionized the soft serve industry. A cone image was displayed on the arch at the top of our machines in the ‘30s and ‘40s, but was never really a part of the logo.” The updated corporate identity reflects the Company’s history of providing soft serve frozen dessert and beverage dispensing solutions and is released in conjunction with the launch of the Company’s new website. “This new site brings our solutions-based strategies to customers 24/7,” continued Hotard, “and is focused on optimizing the equipment, product and customer connection for business success.”

“Electro Freeze® is known for leading soft serve equipment development and we created the site to present the equipment from more of an application basis with the soft serve products,” noted Penny Klingler, V.P Sales. “We partner with our customers, providing them with equipment and education enabling them to produce profit-generating menu items that will drive their success.” Electro Freeze® equipment is sold and serviced through a solid distributor network of trained professionals across the United States and in 32 foreign countries.

"Our dedication to helping provide profitable solutions for customers is evidenced by our 2011-12 soft serve machine rollout with Checkers® and Rally's®," continued Klingler. "The successful rollout of their Cold Creations menu contributed significantly to the brands' category-leading sales growth over the last two years. Moreover, during the rollout, we also identified a need for an optimized shake program. Now, Checkers and Rally's are introducing our new labor-saving CS705 shake machine to both their current and new restaurants throughout their quickly growing chain."





The CS705 will be featured in the *What's Hot! What's Cool!*® new product gallery at the North American Foodservice Equipment Manufacturer's (NAFEM) Show in Orlando FL February 7-9, where Electro Freeze® will also be exhibiting in Booth 1422.

Duke's customer-driven innovation dates back to their development of their first ice cream freezer for a Dairy Queen® Franchise in 1946. "We continue to partner with Dairy Queen®, the frozen treats giant, to provide a premium soft serve product to their guests," stated Klingler. Electro Freeze® provides equipment solutions to many well-known ice cream chains and QSRs. "When SONIC®, America's Drive-In®, launched their Frozen Zone™ Real Ice Cream Menu, Electro Freeze® provided high-quality equipment that is simple to operate and easy to maintain in the largest cities and the smallest towns."

"The new Electro Freeze® logo and icon reflect our heritage," summarized Hotard, "and are congruent with our aggressive development process of the next generations of soft serve and frozen beverage equipment and with the Electro Freeze® mission to develop enhancements for customer profitability and consumer enjoyment."

About Electro Freeze

Electro Freeze® is a leading manufacturer of frozen treat and frozen beverage equipment. In 1929 Charles Ericson started Electro Freeze® and began manufacturing soft serve ice cream freezers in New York. H.C. Duke & Son built their first pressurized soft serve freezer for Dairy Queen® in 1946. Electro Freeze® was purchased by H.C. Duke & Son in 1969. Over the next several years Electro Freeze® developed many innovations that quickly became industry standards, including:

- First Soft Server freezer to dispense a "twist" product
- First "cabinet" style pressurized freezer
- First slush freezer to use a neutral base to be mixed with several flavors
- First mixer developed to blend cookies and candies with soft serve
- First Peristaltic style pressurized freezer

The full Electro Freeze® line ranges from space-saving counter top models to compact floor units both gravity and pressurized. Together, they offer the perfect fit for all frozen dessert and frozen beverage needs: soft serve ice cream, yogurt, shakes, frozen custard, slush, frozen cocktails, gelato and Italian Ice. Electro Freeze® prides itself in manufacturing equipment that is dependable, easy to operate and simple to maintain to assist operators in growing profits and serving excellent products to consumers. H.C. Duke & Son/Electro Freeze® was purchased by the ALI Group in 2003. For more information please log on to www.electrofreeze.com.



About ALI Group

The ALI Group, an Italian corporation founded 50 years ago, is headquartered in Milan, Italy. The company, through its subsidiaries, designs, manufactures markets and services a broad line of commercial and institutional foodservice equipment used by major restaurant and hotel chains, independent restaurants, hospitals, schools, airports, correctional institutions, canteens, etc.

The ALI GROUP operates globally through 72 brands and 8000 employees located in 26 different countries, and, in terms of sales, is one of the world's two largest groups in this industry. It has 53 manufacturing facilities in 14 countries and sales and service subsidiaries in Europe, North America, Russia, Japan, China, Singapore, the Middle East, South Africa, Australia and New Zealand.

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