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Press Release

Source: Charley Biggs' Foodservice

Charley Biggs' Chicken N' Sauce Shakes Up QSR Market

Wednesday December 8, 3:02 pm ET

Announces New Products and Supplier Relationship

INDIANAPOLIS, Dec. 8 /PRNewswire/ -- Charley Biggs' Foodservice announced today the official launch of the Charley Biggs'(TM) Chicken N' Sauce(TM) branded food program for the convenience store and grocery store market segments.

- (Logo: <http://www.newscom.com/cgi-bin/prnh/20041208/DEW020LOGO>)

"Through our national network of distributorships, we anticipate more than 400 current C-store and grocery store retail outlets to transition their chicken programs from other providers to the Charley Biggs' brand and products," said Gerry Hays, president and CEO of EquityThink, the parent company of Charley Biggs'. "In addition to these conversions, we have already received commitments to open 25 new retail locations serving Charley Biggs' products in first quarter 2005."

Charley Biggs' Foodservice brings C-store and grocery store owners a unique program that addresses their business needs, while ensuring menu flexibility at the store level. Its top-quality products, seamless operating methodologies and growth strategies are designed to help customers enhance store profitability.

As part of its national growth initiative, Charley Biggs' Foodservice has also formed a supplier relationship with BKI®-Worldwide, a leading international manufacturer of commercial cook and hold units, rotisseries, pressure fryers, ovens and baking equipment. BKI is operated as part of the Food Service Equipment Group of Standex International Corporation.

"We are excited about the opportunity that Charlie Biggs' affords our company," said Greg Sullens, vice president of sales and marketing of BKI. "We share their commitment to quality, customer service and growth and have created an equipment package to meet their exacting requirements."

In addition, Charley Biggs' products will have immediate national distribution through a number of foodservice equipment and product distributors, including Southern Food Systems, Inc.; Harmony Brands, LLC; Triangle Refrigeration, Inc.; America's

Best Chicken & Sides; and B&H Wholesale.

"We believe the Charley Biggs' program offers superior value and after-market support to our C-store and grocery store customers across the country," said Don Hays, president of Southern Foods.

Charley Biggs' Foodservice plans to announce the addition of several equipment and product distributorships over the next four months that will bolster its national footprint.

Charley Biggs'(TM) Foodservice creates innovative Quick Serve Restaurant (QSR) brand and growth strategies for C-store and grocery retail operators. Charley Biggs' Chicken N' Sauce is a freshly prepared fried chicken program with products featuring secret breadings, seasonings and premium dipping sauces. For more information, visit the company's Web site at <http://www.charleybiggs.com/>.

BKI® is a registered trademark of Standex International Corporation.

Source: Charley Biggs' Foodservice

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