

Bakers Pride Oven Company

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2008-2009 Price Increase **September 1, 2008**

Memo

from the desk of → David Warneke

TO: All Sales Representatives
FROM: David Warneke, VP of Sales & Marketing
DATE: Wednesday, July 16, 2008
SUBJECT: 2008-2009 Equipment Price Increase

NOTICE - IMPORTANT

Bakers Pride's new **2008-2009 Equipment Price List** will be effective **September 1, 2008**.

It is your responsibility to inform our customers in your territory of the new price increase effective date.

Pricing will vary by category and by model. Expect anywhere up to 10% increase (or more) for each product category. Some prices will go up, some down, and some may stay the same depending on the product, our cost and the competition.

Please quote current prices on equipment only for orders received before **9/1/08** for immediate shipment (no hold over orders please). Orders received prior to **9/1/08** with future ship dates must be at new prices. Should you have a situation where a quotation is needed for orders we will receive next year or for orders with future ship dates, please add **7%** to the current price for quotation purposes (although actual prices may vary). Please send copies of your quotations with extended prices to Bakers Pride Customer Service.

We will give you more detailed information as soon as possible.

Thank you in advance,

David Warneke
VP of Sales & Marketing

Cc: PJ Loy, Vince Dattolo, Steve Greenberg, Kurt Bahnmaier, Steven Zhang, Al Santos, Howard Rabkin, Sam Abu Ghazaleh, Customer Service-BP

DW/rh