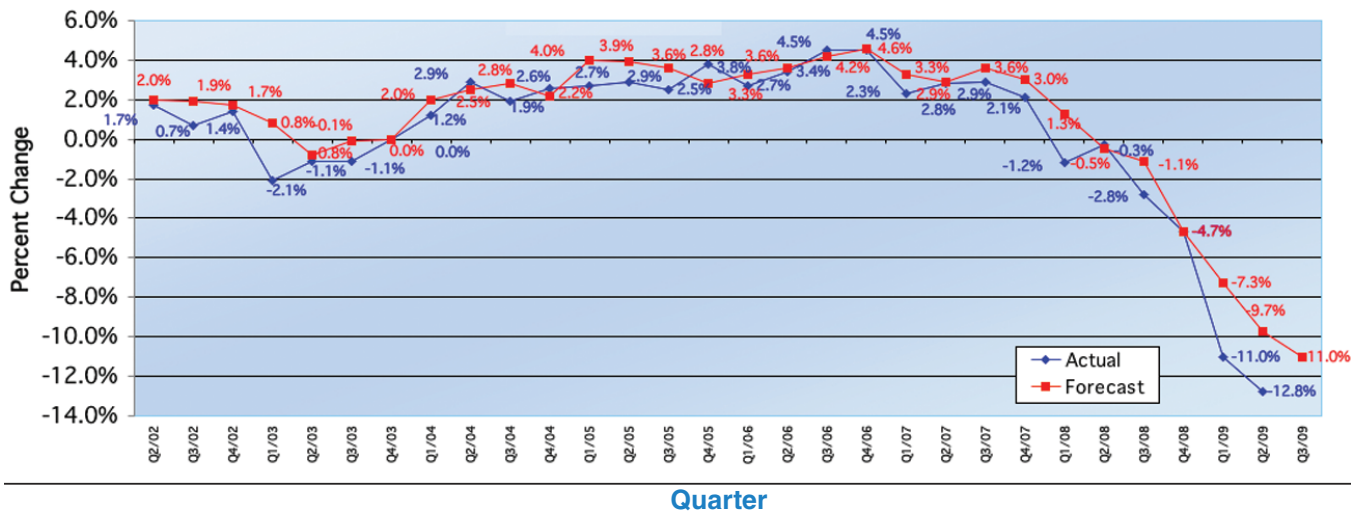


**MAFSI Business Barometer Trend Graph**  
*The industry's most definitive non-food sales/trend indicator*  
**Overall Sales Per Quarter**



**MAFSI Business Barometer Points to Decline in Sales**  
**Signs of Recovery Slim As Q3/09 Forecasts At -11.0%**

Overall sales for Q2/09 showed a continued contraction of -12.8%, which was deeper than the Q1/09 decline of -11.0%. This marked the 6th consecutive quarter of negative growth, the 10th quarter of the current slowdown and the sharpest decline in the seven year history of the MBB.

Factoring out the Canadian drop of -4.6%, the U.S. market for foodservice E & S declined by -14.0% ranging from a dismal -22.6% drop in the West, -13.3% in the Midwest, -11.0% in the Northeast, to -9% in the South.

The worst hit categories were furnishings at -13.8% and equipment at -13.7% (-24.6% in the West), followed by supplies at -9.7% and tabletop at -7.9%.

Recent data (auto sales, home prices, stock market, etc.)

would suggest that the economy has hit bottom and that the recovery has begun its ascent up the far wall of a "bowl-shaped" cycle. MAFSI data, however, indicates that the foodservice market recovery will lag as the pipeline of projects is somewhat weak.

Forty-two percent of reps are quoting less vs 24% who are quoting more. Fifty-one percent report a decrease in consultant activity versus 12% reporting an increase.

On a positive front, a sizable amount of stimulus money has been earmarked for school foodservice equipment under the American Recovery and Reinvestment Act of 2009.

For this next quarter, U.S. reps project a decline of -11%, while Canada reps forecast a loss of -2.3%

Compiled and written by Michael R. Posternak

**MAFSI Business Confidence Index for 3rd Quarter 2009**

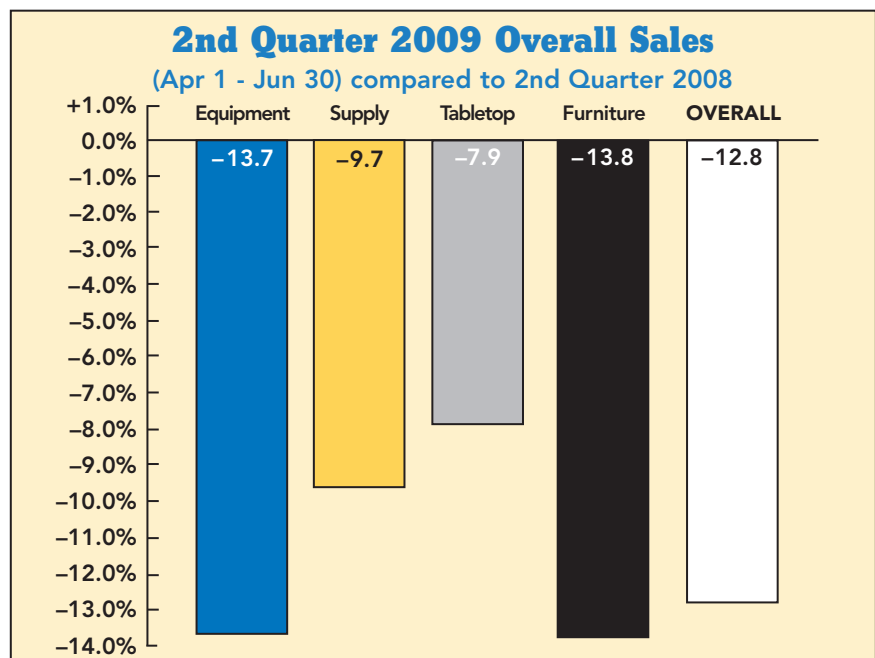
Jul 1 - Sept 30 compared to 3rd Quarter 2008

ALL REGIONS  
**-11.0%**

**MAFSI Business Confidence Index for 2009**

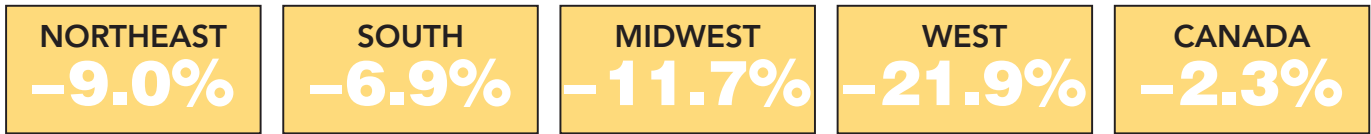
Compared to 2008

OVERALL  
**-5.5%**



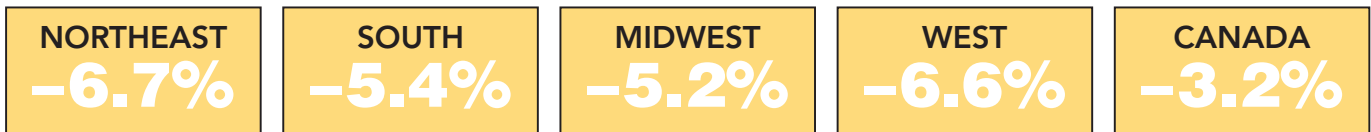
**Projected 3rd Quarter 2009 Sales**

(Jul 1 - Sept 30) compared to 3rd Quarter 2008



**Projected 2009 Overall Sales Forecast**

(Compared to Overall Sales for 2008)



**2nd Quarter 2009 Sales**

(Apr 1 - Jun 30) compared to 2nd Quarter 2008

