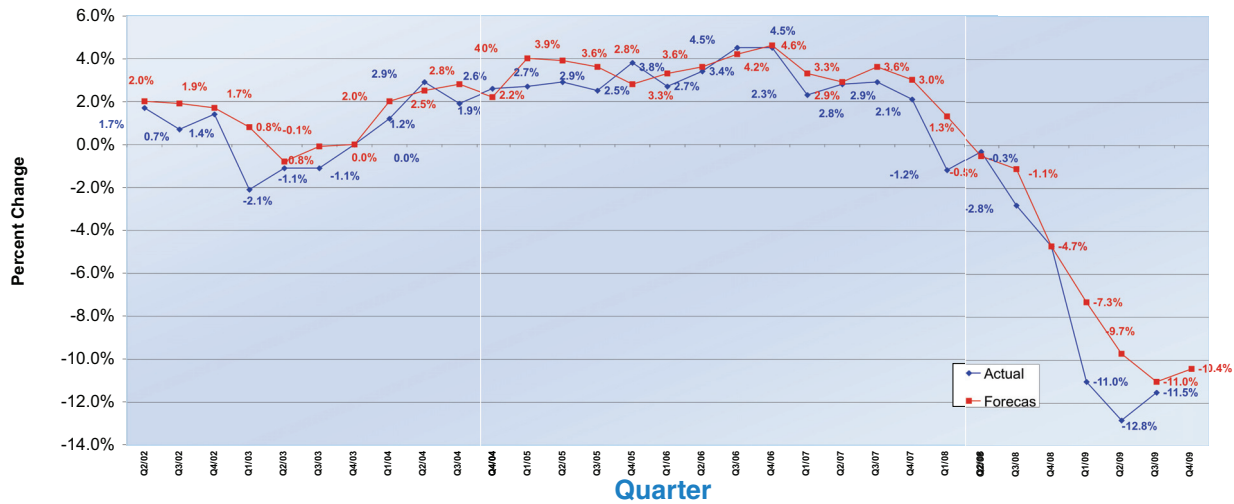


MAFSI Business Barometer Trend Graph
The industry's most definitive non-food sales/trend indicator
Overall Sales Per Quarter



MAFSI Business Barometer Reports -11.5% Overall Sales Decline
Q4/09 Forecast Slightly Better at -10.4%

Overall sales for Q3/09 showed a continuing contraction of -11.5%, which was slightly better than the Q2/09 decline of -12.8%. This marks the 11th quarter of the current slowdown.

Canadian overall sales dropped by -4.9%. Across the U.S., the foodservice equipment and supply market ranged from a still dismal -22% drop in overall sales in the west, -12.7% in the northeast, -11.3% in the midwest, to -8.7% in the south. These figures were fractionally less severe than last quarter which might be indicative of a bottoming out.

The worst hit categories were furnishings at -11.8% and equipment at -12.5% (-23.5% in the west), followed by tabletop at -8.2% and supplies at -5.7%.

The good news is that the bad news appears to be getting "less worse."

For 4th quarter 2009, MAFSI reps predict an overall decline of -10.4%, while Canada reps predict a loss of -2.9%. See graphs for regional forecasts.

All of the above data seems to indicate that the worst of the recession might be over. The recovery of foodservice will lag that of the overall economy as business unit formation takes time to solidify.

Fifty percent of reps say that consultant activity in terms of new projects being specified appears to be decreasing while only 10% report an increase.

The MAFSI forecast for 2010 will be published the first week in February 2010.

Written by Michael R. Posternak

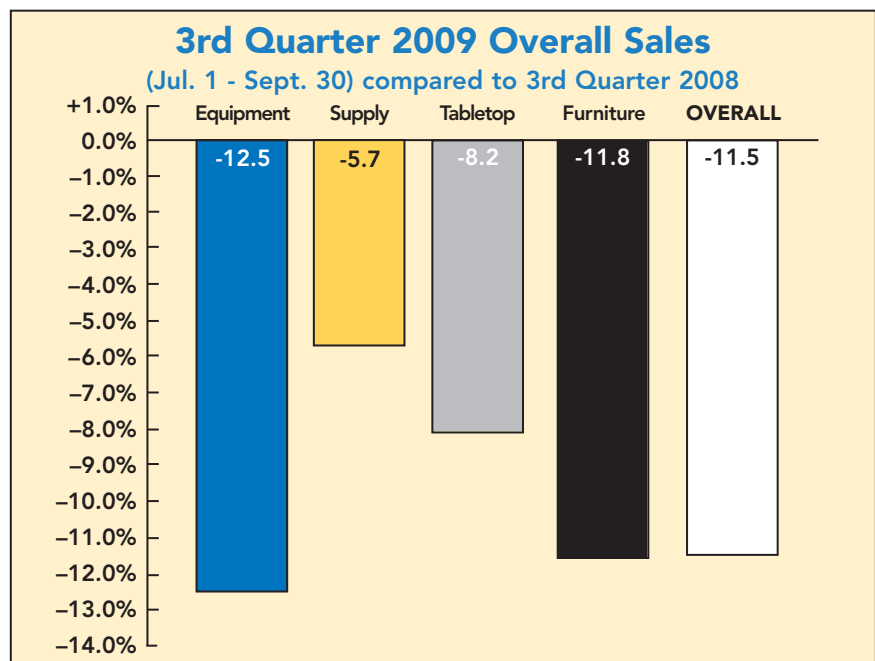
MAFSI Business Confidence Index for 4th Quarter 2009

Oct. 1 - Dec. 31 compared to 4th Quarter 2008

ALL REGIONS
-10.4

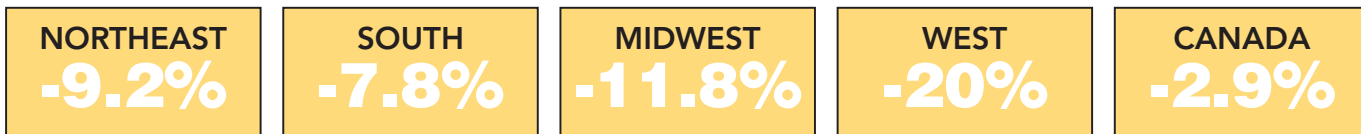
MAFSI Business Confidence Index for 2009
 Compared to 2008

OVERALL
-5.5%



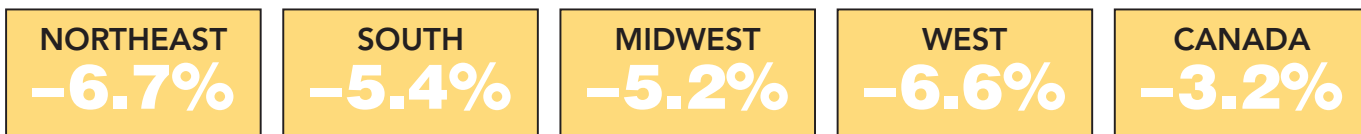
Projected 4th Quarter 2009 Sales

Oct. 1 - Dec. 31 compared to 4th Quarter 2008



Projected 2009 Overall Sales Forecast

(Compared to Overall Sales for 2008)

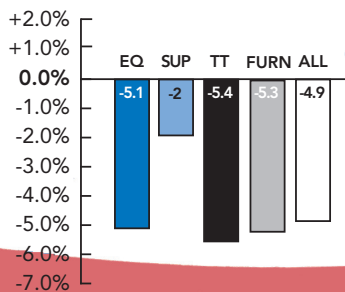


Manufacturers' Agents Association for the Foodservice Industry

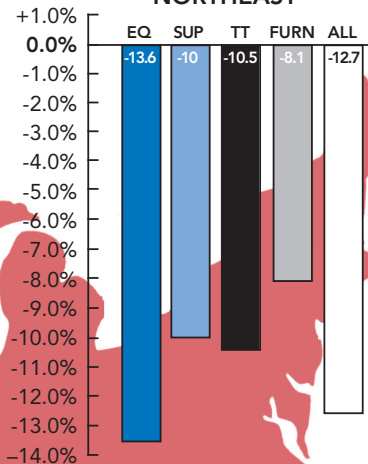
CANADA

3rd Quarter 2009 Sales

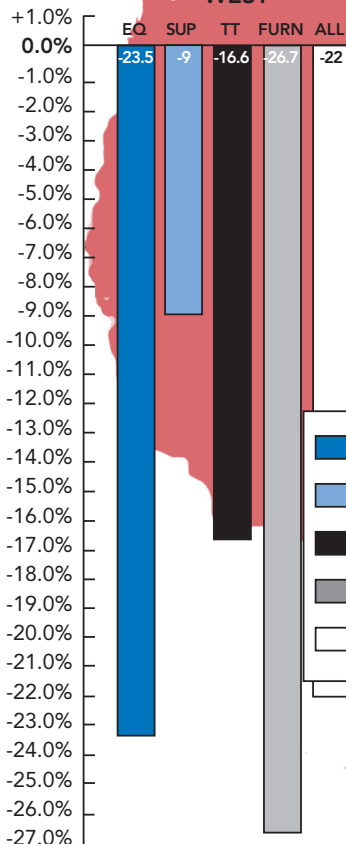
(Jul. 1 - Sept. 30) compared to 3rd Quarter 2008



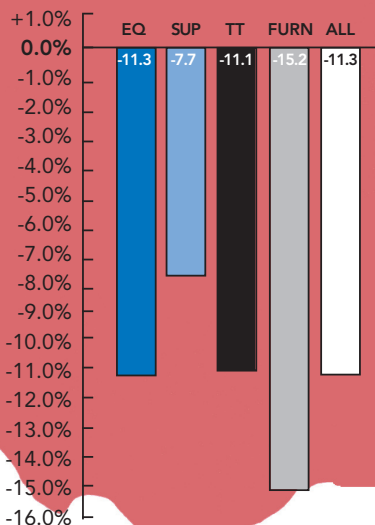
NORTHEAST



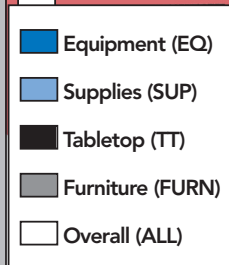
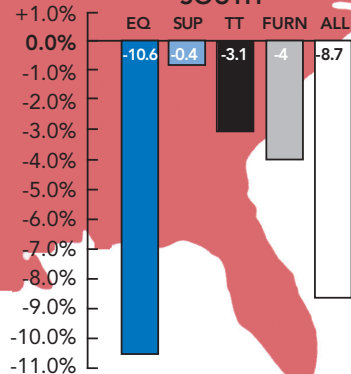
WEST



MIDWEST



SOUTH



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