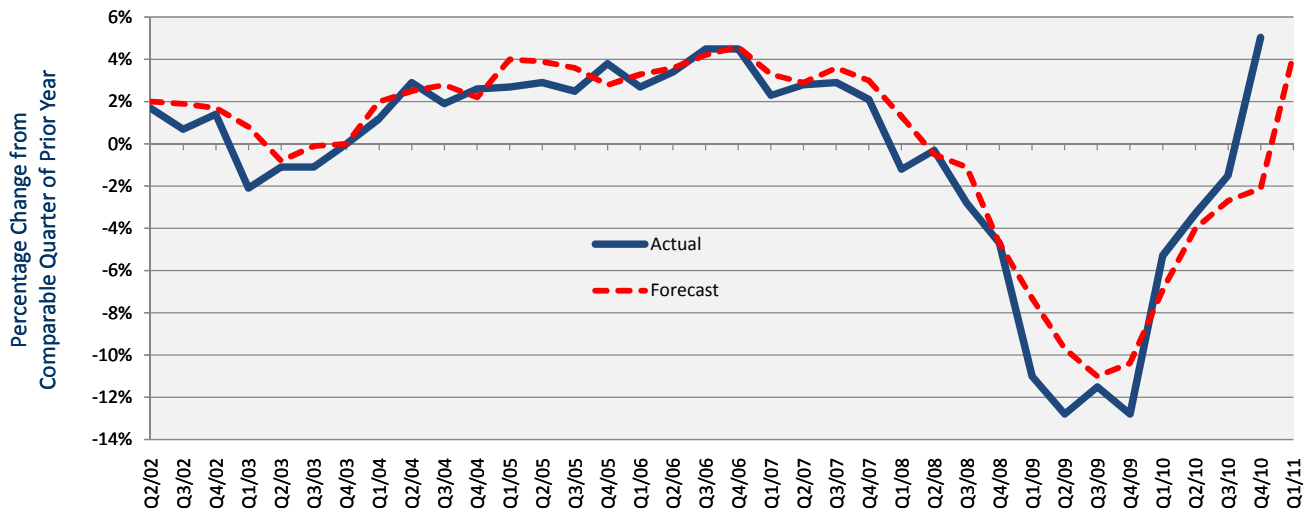


Overall Sales Per Quarter



MAFSI Business Barometer Surges Into Positive Ground

Indicates recovery is gaining momentum; Q1/10 forecast at 4.2%

Overall sales for Q4/10 compared with Q4/09 grew dramatically by 5.0%. This positive breakout represents the first time quarterly sales increased in three years. Growth was recorded in all regions, from 4.4% in the South, 4.9% in the Midwest, 5.0% in Canada, 3.8% in West, to 7.4% in the Northeast. By product category, furnishing increased 0.3%, tabletop 2.7%, supplies 3.8%, and equipment surged by 6.0% in the 4th quarter. Reps have renewed optimism for the first quarter of 2011 with a forecast of 4.2% and 5.8% for the 2011 year (compared to 2010). This breakthrough encompasses all regions and categories and indicates that the recovery is gaining momentum. Other harbingers of growth include: 56.4% of reps are quoting more and only 22.8% quoting less, 35.6% see more consultant activity and only 11.9% see less. The average rep firm plans to expand with 0.4% new employees (vs. contractions of -0.2% last year). The strongest areas of foodservice growth were pinpointed in

(by 14.8% of reps), chain accounts (12.2%) and college and universities (10.6%), while slowest growth is anticipated by fine dining (10.3%), country clubs (7.4%), schools k-12 (6.8%).

When asked to identify actions taken in 2010 to meet market challenges, reps commonly cited the following: 80/20'ing of lines and customers; increased focus on end users specifications; closer project/quotation follow-up; belt tightening; more sales meetings; better marketing of "rep value" to marketplace.

Although our industry faces pressures from rising food costs and E&S prices and still high unemployment, positives include increased consumer spending and companies reporting stronger financials. Finally, after three years of choppy waters, we can all begin to row with the tide.

Written and compiled by Michael R. Posternak

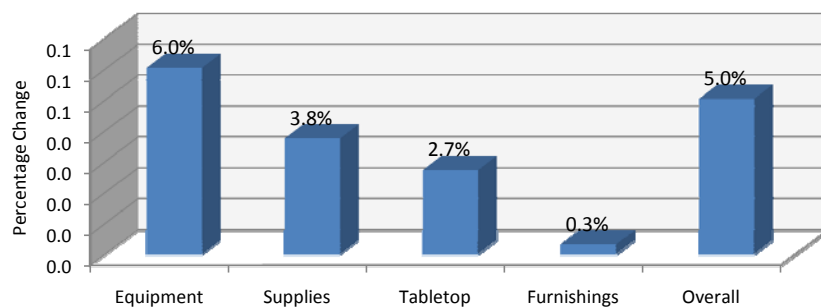
MAFSI Business Confidence Index for 1st Quarter 2011
Jan 1 - Mar 31 compared to 1st Quarter 2010

All Regions
4.2%

MAFSI Business Confidence Index for 2011
Compared to 2010

Overall
5.8%

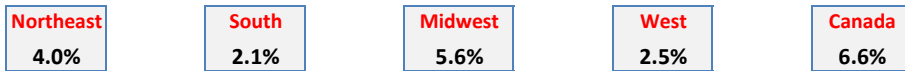
4th Quarter 2010 Overall Sales Oct 1 - Dec 31 compared to 4th Quarter 2009



MAFSI businessbarometer

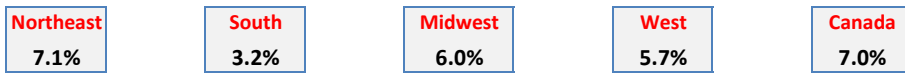
Projected 1st Quarter 2011 Sales Percentage Change

Jan 1 - Mar 31 compared to 1st Quarter 2010



Projected 2011 Overall Sales Percentage Change Forecast

Compared to Overall Sales for 2010



4th Quarter 2010 Sales Percentage Change by Region

Oct 1 - Dec 31 compared to 4th Quarter 2009

