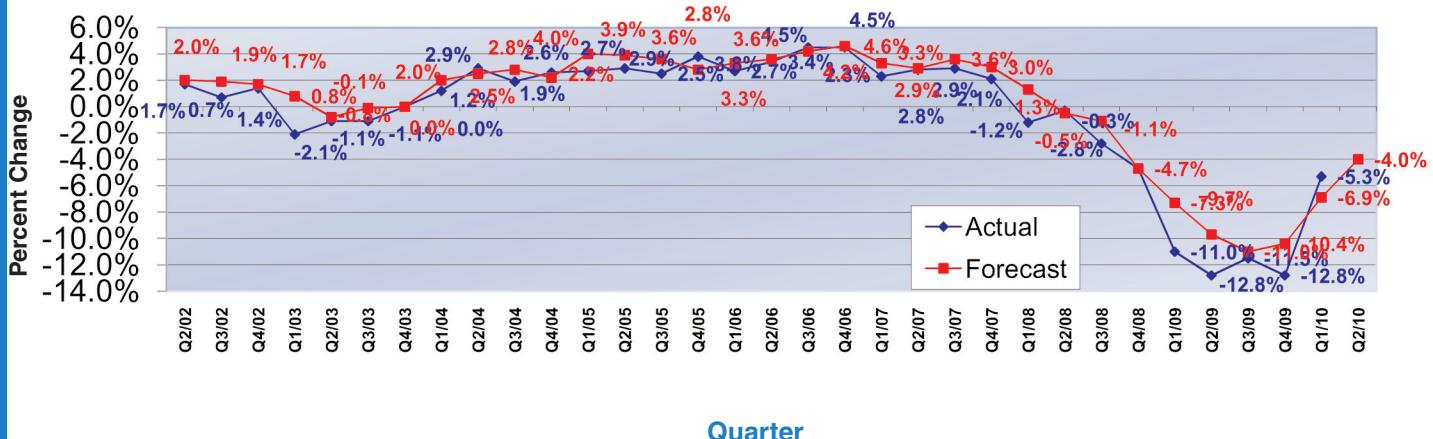


MAFSI Business Barometer Trend Graph
The industry's most definitive non-food sales/trend indicator
Overall Sales Per Quarter



MAFSI Business Barometer Shows Market Is Turning *Q1 numbers are less negative than previous quarters*

Overall sales for Q1/10 contracted by -5.3% which was less severe than the past four quarters of 2009 negative growth (-12.8%, -11.5%, -12.8%, and -11.0%, respectively). In short we have "turned the corner," nevertheless, this marked the ninth consecutive quarter of negative growth and the 13th quarter of the current slowdown.

The decline ranged from -12.0% in the west, -7.1% in the midwest, -5.7% in the south, -4.5% in the northeast to positive ground of +5.7% in Canada.

By product category, furnishings was down by -8.3%, equipment -7.5%, supplies -0.1% while tabletop gained by 0.4%. This would indicate that smallwares are blazing the trail as operations spend more to handle increasing customer traffic and dealers are beginning to stock more product.

Reps are forecasting yet another quarter of slow sales at -4.0% for Q2/10.

In general, foodservice sales continues to lag the economic recovery that has been realized by other markets such as automotive, housing, stock market, employment, and consumer spending data. Our industry tanked late and it is taking time to refill the pipeline. It is only a matter of time (perhaps another quarter of two) before we finally reach the approaching light at the end of this long tunnel.

Further evidence of a recovery is that 52% of reps report that they are quoting more work (vs 28% last quarter) and 38% see more consultant activity (vs 21% last quarter).

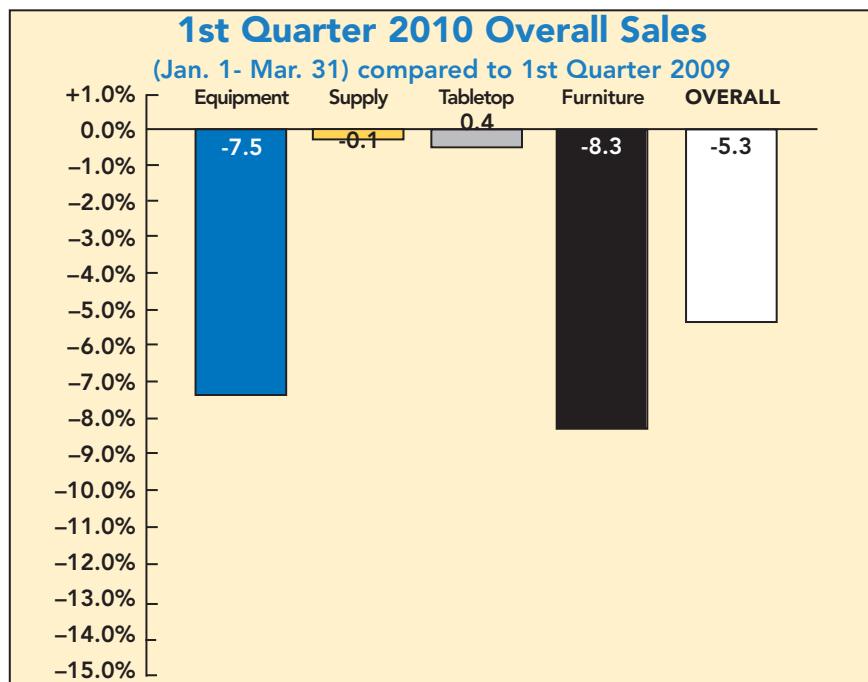
Compiled and written by Michael R. Posternak

MAFSI Business Confidence Index for 2nd Quarter 2010
 Apr. 1 - Jun. 30 compared to 2nd Quarter 2009

ALL REGIONS
-4.0%

MAFSI Business Confidence Index for 2010
 Compared to 2009

OVERALL
-3.9%



Projected 2nd Quarter 2010 Sales

Apr. 1 - Jun. 30 compared to 2nd Quarter 2009

NORTHEAST
-0.8%

SOUTH
-3.6%

MIDWEST
-6.1%

WEST
-9.0%

CANADA
4.5%

Projected 2010 Overall Sales Forecast

(Compared to Overall Sales for 2009)

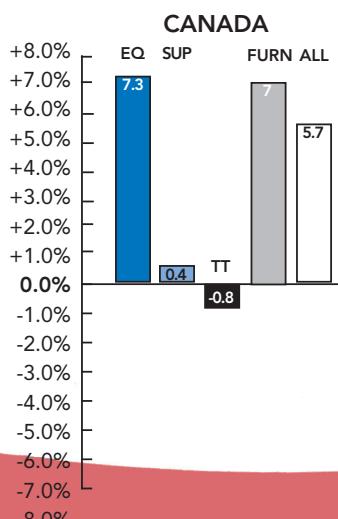
NORTHEAST
-1.7%

SOUTH
0.6%

MIDWEST
-4.9%

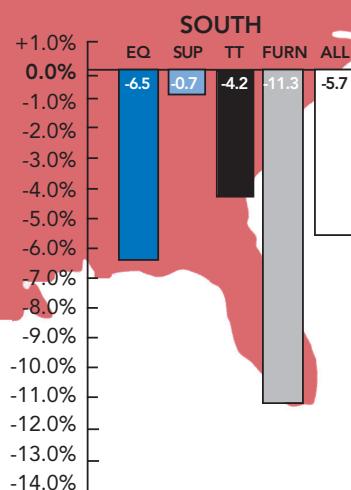
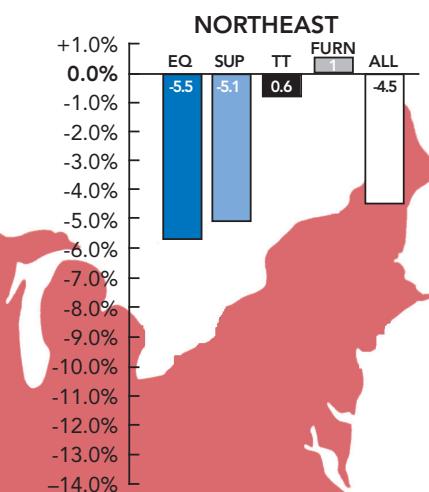
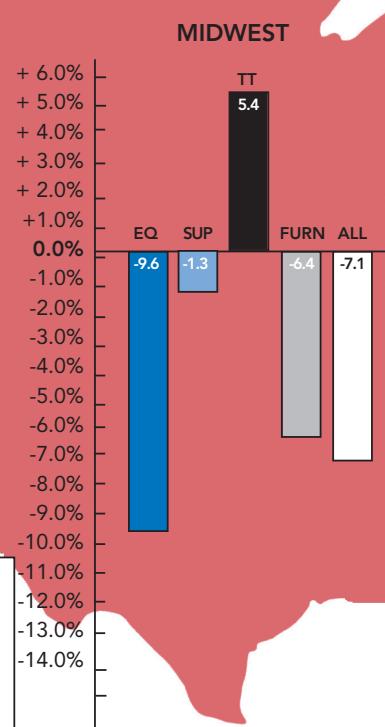
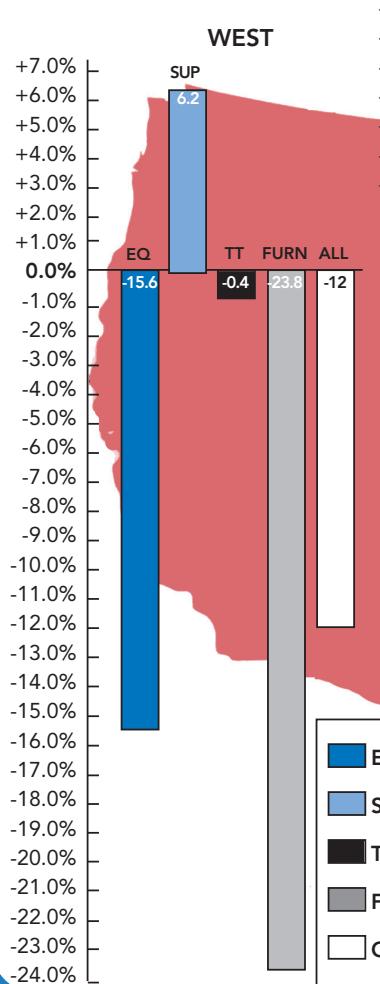
WEST
-9.0%

CANADA
-2.3%



1st Quarter 2010 Sales

(Jan. 1 - Mar. 31) compared to 1st Quarter 2009



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

