
PRESS RELEASE

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FOR IMMEDIATE RELEASE

Dot Foods and Rich Products Corporation announce national redistribution agreement

MT. STERLING, IL, December 5, 2006 – Dot Foods, Inc. and Rich Products Corporation have announced a new partnership that will allow customers to order products through Dot Foods. Effective January 22, 2007 Rich's products will be available through the Dot Foods network.

"Dot Foods has a great reputation in the industry and will be a great resource for our current and potential customers who want to drive greater efficiency into their supply chains" said Dennis Janesz, President of Sales, Rich's Food Service Division. "It's important that we continue to offer customers options that help them to more effectively manage their businesses."

Both Dot and Rich's share similar histories and growth stories over the last half-century. Both are family-owned, private companies that have grown into food industry leaders, each exceeding \$2 billion in revenues.

"We're excited to announce to our customers and broker partners this new partnership with Rich's. Rich's produces some of the highest-quality products in the industry," said Dot Foods Chairman Pat Tracy. "They also have a strong heritage of family ownership, culture and values, much like our own. With these same guiding principles, we're forging a relationship that will enable us to serve the food industry even better, together, than we might alone."

About Rich Products Corporation:

Rich Products Corporation is known around the world as the founder of the non-dairy segment of the frozen food industry and a leading supplier and solutions provider to the Food Service, In-Store Bakery and Retail marketplaces. As one of the world's premier family-owned food companies, Rich's posts annual sales exceeding \$2.4 billion and employs more than 7,000 people worldwide. Rich's sells more than 2,000 products through several leading brands including Rich's® Whip Topping®, On Top®, Bettercreme®, SeaPak®, Farm Rich®, Casa DiBertacchi®, Byron's® Barbecue; Tiki Bay™; Jon Donaire®; and Mother's Kitchen™ specialty desserts.

About Dot Foods:

Founded in 1960 by Robert & Dorothy Tracy, Mt. Sterling, IL-based Dot Foods is the nation's largest food redistributor servicing over 3,000 food distributors. Dot's network of distribution allows food distributors to consolidate multiple vendors on one load and reduce lead-time to operators. In addition to its headquarters in Mt. Sterling, Dot also has distribution centers in Modesto, CA; Vidalia, GA; Lemont, IL; Williamsport, MD; Liverpool, NY; and Ardmore, OK; Dot will open its eighth distribution center in Cambridge City, IN, next summer.

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