



FOR IMMEDIATE RELEASE

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**AMERICOLD HELPS RICH PRODUCTS CELEBRATE 60TH ANNIVERSARY
WITH RIBBON CUTTING AT NEW COLD STORAGE FACILITY**

ARLINGTON, Tenn., May 27, 2005 – Imagine a refrigerator loaded from top to bottom with non-dairy whipped topping . . . sounds delicious, right? Now imagine that refrigerator has a capacity of nearly 5 million cubic feet – roughly the same as 200,000 household refrigerators – and you’ll appreciate the magnitude of Rich Products’ new cold-storage facility at its Arlington, Tenn., plant just outside of Memphis.

A ribbon-cutting ceremony recently marked the final stage of construction for the facility, which will be operational later this year. It also marked another important landmark: the 60th anniversary of Rich Products, a \$2 billion family-owned foodservice company whose products include Rich’s Non-Dairy Whipped Topping, Coffee Rich Non-Dairy Creamer, Bettercreme Non-Dairy Icing, SeaPak Frozen Seafood, and an extensive line of prepared bakery, appetizer and entrée items.

Rich Products President Robert E. Rich Jr. and his wife, Executive Vice President for Innovation Mindy Rich, were on hand for the event. They were joined by Neal Rider, Vernon Rose and Fred Walker from AmeriCold, the nation’s leading third-party provider of temperature-controlled supply chain solutions, which will operate the facility under contract to Rich Products.

“We’re excited to extend our long-standing partnership with Rich Products by working with them to help develop and manage this new facility,” said Rose, AmeriCold’s vice president of business development. “The building will be state-of-the-art, with advanced energy efficiency and security features like card-only access to protect product integrity.”

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The 120,000-square-foot building stands 40 feet tall, with 12,000 pallet positions and 10 dock doors for efficient product storage, handling and shipment. It features a 45° F palletizing room and a refrigeration system capable of maintaining temperatures as low as -20° F.

“When completed, this project will give us a larger warehouse attached to our plant, enabling us to better serve our major customers,” said Jay Rich III, director of third-party logistics for Rich Products. “We will be able to direct ship without having to re-handle product.”

About AmeriCold

Headquartered in Atlanta, AmeriCold Logistics is the leading third-party provider of temperature-controlled supply chain solutions in the consumer packaged goods industry. The company provides food distribution services to more than 3,500 active accounts, from the largest consumer packaged goods companies to smaller food processors, handling over 60 billion pounds of product each year.

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Photo Caption:

Rich Products President Robert E. Rich (center, holding folder) and his wife, Executive Vice President for Innovation Mindy Rich (to his left), joined other Rich Products employees and executives from AmeriCold Logistics for the recent ribbon-cutting at the company’s new cold-storage facility in Arlington, Tenn. AmeriCold, the nation’s leading third-party provider of temperature-controlled supply chain solutions, will operate the facility under contract to Rich Products.