



March 2, 2015

Mr. Tal Journo
HydroFLOW USA / GES
15301 NE 90th Street
Redmond, WA 98052

Dear Mr. Journo:

Congratulations! We are delighted to inform you that the Kitchen Innovations® Expert Panel of Judges has selected the *HydroFLOW® Water Conditioners* as one of the outstanding innovations to receive a 2015 Kitchen Innovations Award. This will be a great opportunity to showcase the *HydroFLOW® Water Conditioners* at NRA Show® 2015 as well as build awareness and interest across the foodservice industry.

Your product has been judged by an independent, expert panel of industry leaders who have found the *HydroFLOW® Water Conditioners* to be truly innovative in this industry. The panel consists of **Dan Bendall** (Principal, FoodStrategy, Inc.), **Martin Cowley** (Senior Manager, Design and Standards, Walt Disney Parks and Resorts), **William Eaton** (Chairman of the Board, Cini-Little International), **Foster F. Frable, Jr.** (Founding Partner, Clevenger Frable LaVallee), **Jim Krueger, Jr., CMCE** (Chief, Air Force Food & Beverage Business Development & Strategic Initiatives Air Force Services Activity (AFSVA)), **Aaron LaMotte** (Director, Sodexo Performance Interiors), **Robert Marshall** (Vice President, U.S. Operations, McDonald's Corporation: Retired), **Steve Otto** (Director, Capital Equipment Purchasing, Darden) and **Kathleen H. Seelye** (Managing Partner, Ricca Newmark Design).

We look forward to working with you as we finalize plans and execute this very exciting program.

Sincerely,

A handwritten signature in black ink, appearing to read "Mary Pat Heftman".

Mary Pat Heftman
Executive Vice President, Convention & Strategic Alliances

A handwritten signature in black ink, appearing to read "Jennifer Morris".

Jennifer Morris
Vice President, Meetings & Tradeshow