



Press Information

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RE: IMMEDIATE RELEASE:

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Henny Penny builds marketing strength – new hires and new positions – as part of new focus on global growth and key markets.

EATON, OH—Henny Penny Corporation is pleased to announce the following management appointments: Tim Crammer to the newly created position of Director of Marketing; Larry Peiker to Manager of Product Management. Henny Penny President Rob Connelly introduced the new hires internally late last year, along with other changes designed to strengthen the company's leadership position in the quick serve restaurant (QSR) and Supermarket industries worldwide. "Both Tim and Larry will be instrumental in driving our global growth," says Connelly.

Mr. Crammer comes to Henny Penny with considerable experience in the QSR segment. He was most recently Vice President of Marketing at IMI Cornelius, the world's leading supplier of foodservice beverage dispensing and cooling equipment. At Henny Penny, Mr. Crammer

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will lead the company's marketing efforts, bringing market insight into strategic decisions, anticipating customer needs and staying ahead of consumer trends.

"Henny Penny is one of the world's greatest foodservice equipment companies," Mr. Crammer said. "It's an honor to be part of this organization and its future success." Mr. Crammer is a Business Administration graduate of Hanover College and holds an MBA from New York Institute of Technology.

As Manager of Product Management, Mr. Peiker's role will be to lead Henny Penny's global product strategy efforts. His focus will be delivering new product solutions that provide exceptional customer value through innovation, quality and ease of use. Previously, Mr. Peiker was Senior Product Manager with Standard Register and has held key management positions with Moore Corporation in Illinois. Most recently, Mr. Peiker's consulting company helped Fortune 500 companies evaluate the feasibility of new product introductions into international markets. Mr. Peiker earned his BA and MBA from Illinois State University.

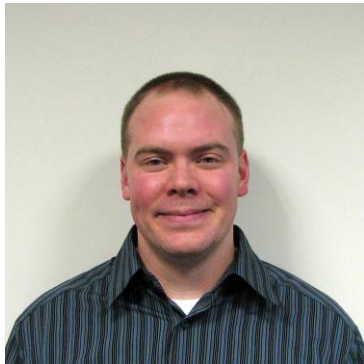
Henny Penny continues a 50-year tradition of innovation that began in Eaton, Ohio USA with the first commercial pressure fryer in 1957. Today, Henny Penny offers a wide range of high quality foodservice equipment designed for easier operation, greater flexibility and lower operating costs. Product lines include pressure and open fryers, combis, rotisseries,

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holding cabinets, display merchandisers, and blast chiller/freezers. These products and complete start-up, service, training and technical support, are available through Henny Penny's exclusive worldwide distributor network.

[END TEXT]



Tim Crammer



Larry Peiker