

## **PRESS RELEASE**

### **WITH CHEF EXPRESS ON “SULLA BUONA STRADA” (THE GOOD ROAD): THE NEW ROAD SAFETY CAMPAIGN OF THE MINISTRY OF INFRASTRUCTURES AND TRANSPORT**

Chef Express, the company that manages the Cremonini Group's catering business, has participated in the new road safety campaign promoted by the Ministry of Infrastructure and Transport.

The name of the campaign, “Sulla buona strada”, indicates the intention to involve all parties, both the motorists and pedestrians: According to the organisers of the Ministry “there could be more severe laws and heavier penalties, different atmospheric conditions, but the truth holds the balance between road safety and the danger that shall always be the conduct of those who use the roads. This is why a communication campaign that aims at "education" and safety, cannot disregard involving all these individuals, calling upon them in first persons to behave correctly”.

The campaign will be promoted in all the 37 Chef Express service areas on the Italian motorway network where, between the end of July and beginning of September, the about 2.6 million travellers anticipated will be made aware through the fixing of posters and distribution of folders that summarise the main rules of the Road Code to encourage safety.

As the Ministry explains, “if ‘Sulla Buona Strada’ is the driver who keeps to the rules, does not drink before getting behind the steering wheel and does drive in a risky manner, as a consequence of ‘Sulla Buona Strada’ can listen to the pedestrians or the passengers who, also being required to behave correctly, should not however fear the superficialities of the distracted motorists”.

The campaign will be accompanied by radio and TV spots with various testimonials (the first will be Christian De Sica) who will always conclude with the claim “I do not joke when I drive”.

**Chef Express Spa** manages 38 service areas, with a total of 85 sales outlets, and is one of the principal Italian operators in motorway catering.

**Cremonini**, with over 11,500 employees, of whom over 5,000 are in the catering sector, is one of the largest food groups in Europe and operates in three business areas: production, distribution and catering.

The Group, which had total revenues of 2.8 million Euro in 2009, is the absolute leader in Italy in the production of beef and meat-based transformed products (**Inalca JBS** and **Montana**) and the marketing and distribution of food products to the food service sector (**MARR**). It also has a significant presence in the catering sector with the **Chef Express** brand (catering on-board trains, in railway stations and motorway service areas), and **Roadhouse Grill** (steak house chain).

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