



PRESS RELEASE

CREMONINI GROUP: a new factory in Castelvetro di Modena, dedicated to hamburger production for McDonald's, inaugurated today.

Total investment 8.6 million Euro.

The Cremonini Group has today inaugurated a new factory, situated in the same industrial complex as the Group's historical plant in Castelvetro di Modena, which is dedicated to the production of hamburgers for McDonald's.

The new area, which has a covered surface of 2,500 sq. m. and 50 employees, has a production capacity of approximately 25,000 tonnes per annum and a potentiality of about 350 million hamburgers a year, destined for McDonald's restaurants.

The investment made for the new plant amounts to 8.6 million Euros.

The new factory is located alongside the Cremonini Group's historical head office in Castelvetro di Modena, the prime hamburger production centre in Italy since 1986 and today one of the largest European production centres.

The factory is characterised by the most sophisticated avant-garde technologies and the utilisation of devices capable of guaranteeing safety, retraceability and production sustainability.

The start-up of the new plant permits Cremonini to consolidate its historical partnership with McDonald's and further reinforce its competitive position in the European hamburger segment.

Cremonini has been a McDonald's supplier since 1996 and now permanently serves 5 European countries: Italy, Denmark, Greece, Malta and Cyprus. Furthermore, through product promotions, it also serves other countries such as England, Spain, Belgium, France, Germany and Portugal.

McDonald's now operates 350 restaurants in Italy and has around 12,000 employees, serving more than 600,000 customers a day on average. McDonald's sales in Italy totalled 611 million Euro in 2006.

Cremonini, with over 7,600 employees, is one of the largest foodstuff groups in Europe, and operates in three business areas: production, distribution and refreshments.

The Group, which had total revenues of 2,348.8 million Euros in 2006, is the absolute leader in Italy in the production of beef and meat-based transformed products (Montana) and the marketing and distribution of food products (MARR) to the catering sector. It also has a significant presence in the catering sector and, in particular, the leadership in Italy in on-board train and railway stations catering (Chef Express). Finally the Group is in 2nd place in the Italian motorway catering market.

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