

FOR IMMEDIATE RELEASE

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About Broaster Company

Broaster[®] Company has been the leader in manufacturing high-quality Pressure Fryers, a licensed branded program, delicious foods and specialty foodservice equipment to the industry for over 60 years. Headquartered in Beloit, Wis., Broaster markets its products through a responsive global network of authorized Distributors. The company also markets and licenses its Genuine Broaster Chicken[®] product and the Broaster Express[™] food program worldwide to a wide range of food-service operations.

The Broaster name is synonymous with quality and continuously earns that reputation with durable equipment manufactured in the US by a skilled team of craftsmen. Broaster Company is committed to providing the most efficient, durable and easy-to-use equipment the industry has to offer. Their patented round cooking well and highly efficient heating process mean more dollars in an Operator's pocket compared with competitive equipment. Their equipment is proven, every day, in thousands of kitchens and foodservice establishments worldwide, and you can count on Broaster Equipment to deliver quality results, fast.

Broaster[®] Company Launches Mobile Store Locator

Intuitive App Makes It Easier Than Ever to Find Delicious Food Favorites

BELOIT, Wis. (April 8, 2014) – Broaster Company announced today the launch of its new, innovative mobile store locator for iOS and Android platforms, created on the heels of a brand refresh as the company celebrates 60 years in business. Broaster's Store Locator is designed to help consumers easily find the world's best-tasting chicken, Genuine Broaster Chicken[®], and the company's food favorites from Broaster Express[™] at a location nearest them.

The Broaster Store Locator uses GPS technology to find the nearest Genuine Broaster Chicken and Broaster Express store locations, making it quick and simple for consumers to use. In addition to store locations, Broaster's Store Locator features store contact details right at the user's fingertips, maps and turn-by-turn driving directions to locations, nutrition information by product, photos of each product and a frequently asked questions section.

"Broaster Company has had a 'location problem' in that loyal consumers who love our product sometimes had a difficult time finding additional locations that offered our foods," said Chad Vendette, Director of Marketing at Broaster. "We wanted to offer a simple solution and Broaster's Store Locator is the perfect solution. Consumers can now easily find Genuine Broaster Chicken and foods from Broaster Express literally with a tap of their screen."

The new Store Locator is part of a complete Broaster Company brand refresh aligning with the brand's 60 year anniversary. The company recently launched three new websites with both consumer and foodservice focuses. www.broaster.com caters to the sales team, distributors and operators, and features a Point of Purchase web store while www.genuinebroasterchicken.com and www.broasterexpress.com aide in keeping the consumer informed and engaged with delicious food products from Broaster. Additionally, the brand has implemented its new look and feel into brand new logo designs and marketing collateral. To cap off the brand refresh, operators now have access to customizable Digital Menu Boards and Broaster Pressure Fryer equipment featuring SmartTouch controllers.

For over 60 years, the Broaster Company has offered a license branded program to strengthen operators' businesses and build their profits. The program does not require development fees, royalty payments or franchise feeds, and provides all the food, equipment, national branding and marketing materials needed to help the Operator to be successful in offering world-famous Genuine Broaster Chicken and other delicious grab-and-go foods.

To learn more about the Broaster Company and its products visit they newly designed website at www.broaster.com. To learn more about Genuine Broaster Chicken and Broaster Express, visit www.genuinebroasterchicken.com or www.broasterexpress.com. For additional information on the company and the Broaster Locator App, contact Chad Vendette, Director of Marketing at 800-365-8278, or broaster@broaster.com.