



February 9, 2010

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Satin Fine Foods is awarded Dawn Foods Vendor of the Year!

Kevin O'Reilly and Satin Fine Foods are honored at annual DDA meeting

CHESTER, NY (February 9, 2010) – Satin Fine Foods, Inc. is delighted to announce that their company was selected as recipient of the prestigious Dawn Distributors Advantage (DDA) Vendor of the Year award, honoring Satin's outstanding service and performance in 2009. The DDA recognizes Satin Fine Foods' ability to take great care of customers while growing business more than 500 percent in a challenging economy.

Kevin O'Reilly, president of Satin Fine Foods, accepted the honor at the DDA awards dinner during the group's annual meeting on January 13th, 2010 in Coral Springs, FL. The DDA is a buying cooperative strengthened by the leverage that comes from more than \$1 billion in annual member sales.

"We are thrilled to be named vendor of the year," said O'Reilly. "Having excellent sales in a difficult economy is a spectacular achievement. Our strong partnership with the DDA members helped generate this growth." As a value-added service, Satin offers hands-on instructional Satin Ice® rolled fondant classes nationwide to its customers. Attending bakers and cake designers are now able to successfully create elegant custom fondant cakes, as demand has skyrocketed due to popular television reality cake shows and cake challenges.

"The continued innovation and growth of Satin Fine Foods is impressive," said Paul Caske, Vice President of Sales & DDA Chairman. "Kevin and his dedicated team have taken fondant icing to a new level. Their great products are easy to use, great tasting and they spark consumer excitement. We are proud that Satin Fine Foods is the DDA Vendor of the Year and an important member of the DDA family of vendors."

For more than 90 years, Dawn's name has been synonymous with excellence. American-owned and family operated, Dawn currently supplies a complete line of quality food products and equipment to the food industry, worldwide. Dawn and its expansive Dawn Distributors Advantage® network allow the company to better serve customers through the buying power of more than 40 facilities across North America. For further information, please visit <http://www.dawnfoods.com>.

Located in New York's lower Hudson Valley, Satin Fine Foods, Inc. is the leading commercial producer of rolled fondant icing in North America. Their Satin Ice® rolled fondant product is the #1 brand in the USA and is sold globally to many diverse cultural markets. Satin Ice® rolled fondant contains zero grams trans fat, zero grams cholesterol and is gluten free, dairy free and nut free with no animal-derived ingredients. Certified Kosher pareve. More information can be found at <http://www.satinfinefoods.com>.

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