

## Spring and Summer Trade Events

Food and Hotel Asia Singapore Expo 2008: April 22nd-25th

Urnex was pleased to exhibit at the FHA Show in Singapore. This year, we expanded our presence by combining our booth with Espresso Supply, Inc. - distributors and manufacturers of espresso accessories and smallwares for the specialty coffee industry. This collaboration proved to be a success as Espresso Supply is an Urnex® Brand product distributor and many attendees had a mutual interest in both companies.

The expo is Asia's largest international food and hospitality event and attracts many people from all over the world. For Urnex, the show was the perfect opportunity to display new products such as Café Wipz™ Coffee Equipment Cleaning Wipes and our new portfolio of retail packaging. We are looking forward to our return in 2010.



Urnex and Espresso Supply Booth

National Restaurant Association Show 2008: May 17th-20th



From May 17th-20th Urnex Brands, Inc. exhibited at the National Restaurant Association (NRA) Show held in Chicago, Illinois. As one of the largest food service and hospitality events in the world, the

NRA show always provides excellent business opportunities within the food service sector of the coffee industry.

For the second year in a row, Urnex shared a portion of our booth with Mahlkönig USA - manufacturers of high quality grinders, and an Urnex® distributor of Grindz™ Grinder Cleaner.

Specialty Coffee Association of America Show 2008: May 2nd-5th

The 20th Annual SCAA Conference and Exhibition held in Minneapolis, Minnesota was especially exciting for Urnex Brands, Inc. because it was the first year that the company was the "Cleaning Product Sponsor" for the United States Barista Championship. As a proud sponsor of the event, Urnex provided cleaning product kits for all the competitors as well as an inclusive weekend getaway to New York City to the winner of the competition (we'd like to extend our congratulations to the winner -Kyle Glanville of Intelligentsia Coffee)!

In addition, Urnex sponsored the International Women's Coffee Alliance (IWCA) annual breakfast for the second consecutive year.



United States Barista Championship 2008

SCAE Wonderful Coffee Show 2008: June 19th-22nd



The Specialty Coffee Association of Europe's Wonderful Coffee event took place in Copenhagen from June 19th-22nd. Urnex shared a booth with Mahlkönig and Small World Sales and Marketing. In addition, Urnex was displayed in a number of other booths by friends and partners around the world. We extend special thanks for this support to Bunn, Dalla Corte, Elektra, and Espresso Warehouse.

Urnex was also a "Dose Level" Sponsor for the World Barista Championship (WBC) in an effort to support and applaud all of the competitors.

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## New Employees

Vice President U.S. / Canada Sales



Don Eggebraten

Don Eggebraten is a veteran in the coffee industry and comes to Urnex from Starbucks Coffee Company which he joined as part of Starbucks' acquisition of the Coffee Equipment Company.

Prior to managing global sales for the Clover Coffee Machine, Don was Director of Sales for FETCO. Don currently focuses on commercial sales to the specialty coffee, roaster, and chain segments of the industry.

International Sales Consultant

Tony Overbeek is an extremely well respected, knowledgeable and fun person who has been an exciting addition to Urnex. Prior to signing on, Tony spent over two decades managing International Sales for Bravilor/Bonamat.



Tony Overbeek

Tony joined the team in January of 2008, and currently focuses on customer sales and business development.

Small World Sales & Marketing



Richard Crabill

Richard Crabill became an International Sales Representative for Urnex in May. Richard is known for his success as International Sales Director for Torani Syrups. His consulting practice, Small World Sales and Marketing, represents a range of companies across the globe and Urnex is excited to extend our personal relationship to one that is also professional.

Customer Service Representative

In January of 2008, Valbona Mrijaj joined Urnex Brands, Inc. as a Customer Service Representative. Val currently spearheads all domestic orders, provides customer support, and handles accounts payable and receivable.



Val Mrijaj

We are thrilled to welcome Don, Tony, Richard, and Val to the Urnex team!

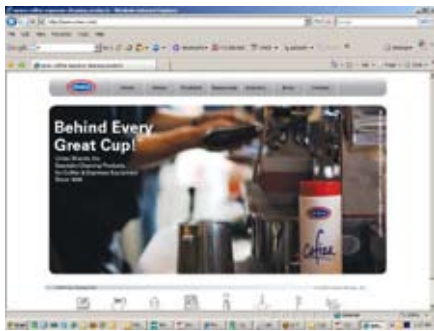


# Urnex News

## New Website

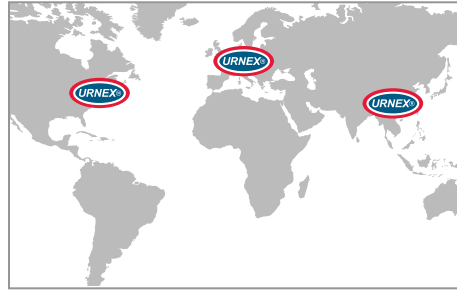
In an effort to be more interactive and user friendly, Urnex recently launched a new corporate website ([www.urnex.com](http://www.urnex.com)). While Urnex has always had a content rich website, the addition of drop down menus and cleaning category icons on the homepage make the site easier for users to navigate.

At a time where the World Wide Web is the easiest form of communication, Urnex wanted to provide a quick and beneficial way for visitors to find the necessary information about our company and products. Visitors can now access technical and marketing materials directly on the site.



## Asian Warehouse

Hong Kong



Urnex Brands, Inc. recently opened a new distribution and logistics center in Hong Kong. The distribution center contains a selection of Urnex® Brand products for distributors and customers in Asia who wish to acquire Urnex® products with greater speed and efficiency.

Urnex is extremely excited about the existence of another distribution center because it gives customers across the globe greater access to our products. Urnex currently has three distribution centers located in New York (headquarters), Rotterdam and Hong Kong.

## Did You Know?

OMRI and NSF Certifications

Urnex Brands, Inc. is pleased to announce that Cafiza® Espresso Machine Cleaner and Puro Caff® Espresso Machine Cleaner are both NSF and OMRI certified. Urnex is currently the only company to offer dual certified products that protect public health and that are certified organic under the USDA National Organic Program.

Urnex has recently instituted a variety of environmental performance goals in an effort to produce products that will have minimal impact on the environment.



Cafiza® Home Tablets

**Cafiza® Tablets** are now packaged on convenient blister cards and available for commercial and home use. The commercial version contains thirty two tablets (2g) on four blister cards. **Cafiza® Home Tablets** contain eight tablets (2g) on a single blister card. The blister cards are printed in six languages, packaged to comply with European labeling standards, and are individually sealed. **Cleancaf® Brand Cleaner and Descaler** has a new retail package that is cleaner, sleeker, and does a better job of communicating the home equipment for which it is intended. The new retail packaging for Cafiza® Home Tablets and Cleancaf® offer added value to the retail product portfolio.



Cleancaf® Cleaner & Descaler



# NEW PRODUCTS



Cafiza® Tablets

Urnex is proud to present **Scoopz Espresso Brush™** - specifically designed to clean espresso machine group heads. The new brush has features such as a drip catcher to block running hot water while cleaning, as well as a special measuring scoop at the end of the brush for Cafiza® or Puro Caff® Espresso Machine Powder. The brush will be a vital tool in the maintenance of espresso equipment and will be available for purchasing at the end of August.



Scoopz Espresso Brush™

For more information, please contact [amy.gross@urnex.com](mailto:amy.gross@urnex.com)