

PRESS RELEASE

ERIKA RECORD LLC Announces New Partnership

Cake Cutting Technology Above The Rest

Clifton, October 15, 2010: Erika Record (ER), a leading distributor of Baking Equipment for over



twenty years, has partnered with Krumbein Rationell of Germany. Krumbein Rationell is a family managed, medium sized enterprise which was established over 30 years ago. Founded in 1977 by Wolfgang Krumbein, Krumbein Rationell company succeeded in establishing an excellent reputation in the food industry.

As an experienced distribution partner, ER has adopted the representation for the North America as well the Central America region for all of Krumbein's Cake Cutting Machines.

During the IBIE 2010 show in Las Vegas, NV ER featured Krumbein's smart "Horizontal" cake cutting technology that can produce cuts from one up to five levels; each blade adjusted to the customers preference. The "Table Top Horizontal Machine" features complete cut or hinge cut capability within a small footprint. The "Vertical Machine" spiked the interest of those bakeries that require a flexible cutting system for various products including creamy products.

ER is excited to add Krumbein Rationell to its long line of outstanding technology equipment in the Baking Industry. For more information, visit us on the web www.erikarecord.com or give us a call today 973-614-8500.