

Program & Commodity Pricing Updates Effective March 1, 2012 *Confidential Information*

Kraft Snacks

Baked goods, branded snacks, desserts Increase from +2% to +3% with one item at +15%
 The majority of items under this contract, including cookies, crackers and desserts are increasing from 2% to 3% based on increases in key markets. These markets include sugar, resin and packaging. Planters Nuts products are the only snack item under this contract that has a 15% increase. This is tied to the shrinking peanut supply due to droughts that have caused the price of peanuts to skyrocket.

Lyons Magnus

Jams & jellies Increase +9.7%
 This pricing adjustment is related to the increased costs for berries, sugar and the juice used to make jams and jellies; of the various juices used to make jams and jellies, apple juice pricing made the biggest impact. The prices of berries and fruit juices have increased as a result of crop shortages in the past year.

Nestle Professional - Vitality Foodservice

Liquid Coffee Decrease -3.5%
 This decrease is on select liquid coffee products and is driven by the downward trend of the coffee commodity market.

Rubbermaid

Plastic carts, trash barrels, mops, dust mops and accessories Increase for 23 items +6.7%
 This is the first price adjustment by Rubbermaid in two years. Out of 1500 items on the price list, 23 items have a price adjustment average of 6.7%. One item is increasing +15.7% -- a cold-food insert pan (FG105P00 - POLYCARBONATE INSERT) which went from 2.42 to 2.80 each. All pricing increases in this category are due to the commodity price of resin (a main component of these supplies) and

Schwan's Food Service

Meal kits Decrease -3.2%
 Schwan's restructured this category based on negotiations by Best Western MarketPlace - entegra resulting in this decrease.

Regional Bakeries

Aflred Nickles Bakery Increase +5%
 The pricing change for regional bakeries is a result of increases in oil-based costs which include: packaging, wrapping supplies and diesel fuel.

Commodity Driven Contracts

The contracts below are formula-based, reflect the markets and change monthly or quarterly. We will not always provide an explanation for pricing changes, as the pricing of these programs continually ebbs and flows with the markets. A yearlong snapshot of pricing gives the most appropriate view of the benefits associated with Best Western MarketPlace negotiated pricing, and the monthly pricing reflected does not portray the full year benefit. However, we do want to keep you informed so you can make menu and pricing adjustments as appropriate for your facilities.

Beef

Cargill Whole Deli Roast Beef & Pot Roast Decrease -1.0%
 Cargill Raw Processed Beef (Stew Beef, Cube Steaks, Kabob Meat & Julienne) Decrease -2.9%
 Cargill Ground Beef (Ground Beef Patties & Bulk, Meatloaf, Salisbury Steaks) Increase +5.7%
 Consumer demand -- both foreign and domestic -- continue to outpace supply: Beef pricing continues to climb due to the downsizing of the US Cattle Herds in conjunction with greater export demands. The supply situation is set for 2012 and, due to continued drought conditions in US southwest cattle raising regions, it will get tighter as the year progresses. Some analysts predict Ground Beef to see some relief from the historic highs over the coming months; however, grilling season is approaching a time during which prices tend to be higher -- leveling off may be the most optimistic outlook.

Cheese

Schreiber Foods, Inc. (Processed Cheese) Decrease -2.3%
 DCI (Natural Cheese) Decrease -2.7%

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Due to the unusually mild winter in many areas, there has been an increase of milk supply with many cheese plants running heavier than expected schedules. As demand has slowed down a bit as well, cheese inventories are building. Some retail ordering is believed to have been delayed by prospective buyers who have decided to step back in expectation of some further price weakness.

Darling International

Kitchen Grease Pick Up Service No Charge

The Jacobson Index average for the last 30 days did not meet the threshold to trigger the monthly fee. This means that Darling and Darling Sub-Contractors will pick up waste oil at level 1 locations during the month of March at NO CHARGE.

Farmland Foods

Bacon Increase +4.6%

The bacon category is up 4.6% due to continued increased foreign and domestic demand coupled with typical seasonality. All other pork categories are generally flat.

Kraft Foods

Cream Cheese No Change

Koch Foods

Bone in Breaded No Change

Bone in Raw Increase +0.5%

Breaded Boneless Breast Decrease -3.5%

Breaded Nuggets & Patties Increase +0.5%

Raw Boneless Increase +1.2%

Pulled, Diced & Cooked Strips Decrease -1.0%

Breaded Tenders, Tenderloins, Popcorn & Strips Decrease -2.1%

Cooked Unbreaded Breasts & Patties Decrease -2.7%

Wings No Change

CVP Decrease -3.3%

Ventura Foods

Bulk Margarine Decrease -0.2%

Oil, Shortening Decrease -0.08%

Contract Update: March 1, 2012

ConAgra Bakery - IW branded flavored mini-pancakes NEW

A breakfast alternative that is 51% whole grain. Available through Prime Distribution. Co-approved with Kellogg branded mini breakfast griddle products.