

Merger Forms One of the Largest Vertically Integrated Veal Organizations in the U.S.

January 7, 2010 – Four companies – Catelli Brothers, Delimax Veal Inc., NRV, and Specialty Meats Inc. – have merged to become one of the largest vertically integrated veal organizations in the U.S. As a result of the merger, they will now be able to oversee all phases of production and supply to offer a broad range of products – from the finest quality feed to responsible farming of superior calves to customized cuts of veal and lamb for the food service and consumer retail industries.

“We’re excited to be merging with companies who share our longstanding dedication to quality and service,” said Tony Catelli, President and CEO, Catelli Brothers, Inc. “They, like us, are family-oriented businesses and have worked hard to earn a reputation for producing the highest-quality products using industry-leading food safety and traceability standards.”

The new company, now one of the largest veal and lamb purveyors in the country, will serve the retail and food service industries throughout the U.S. with the finest quality veal and lamb under such brands as Catelli Brothers, Catelli Brothers Italian Bistro, Lido Gourmet, Chef’s Reserve, and Summit Ridge. All the merging companies will continue to operate independently under their existing corporate structures and brand names but through their affiliation these brands will now have national as well as regional distribution capabilities.

“This merger will create a stronger organization that allows us to expand products and services, both regionally and nationally, better positioning us for the future,” said Jonathan Amidei, Executive Vice President and Chief Operating Officer, Specialty Meats. “Our customers will still receive the same attentive service and high-quality products they’ve come to expect.”

Catelli Brothers provides its retail and food service customers with the finest and freshest all natural, USDA choice veal and fresh American lamb as well as lamb imported from Australia and New Zealand. Specialty Meats is a purveyor of distinctive quality milk-fed veal and lamb using a uniquely integrated production operation with rapid turnaround from its facility near Los Angeles.

“This merger will help ensure a vibrant market for our feed customers and will position us to extend the market for milk-fed calves,” said Dale Bakke, General Manager, NRV. “We are looking forward to working with our new partners to continue to evolve and grow our business.”

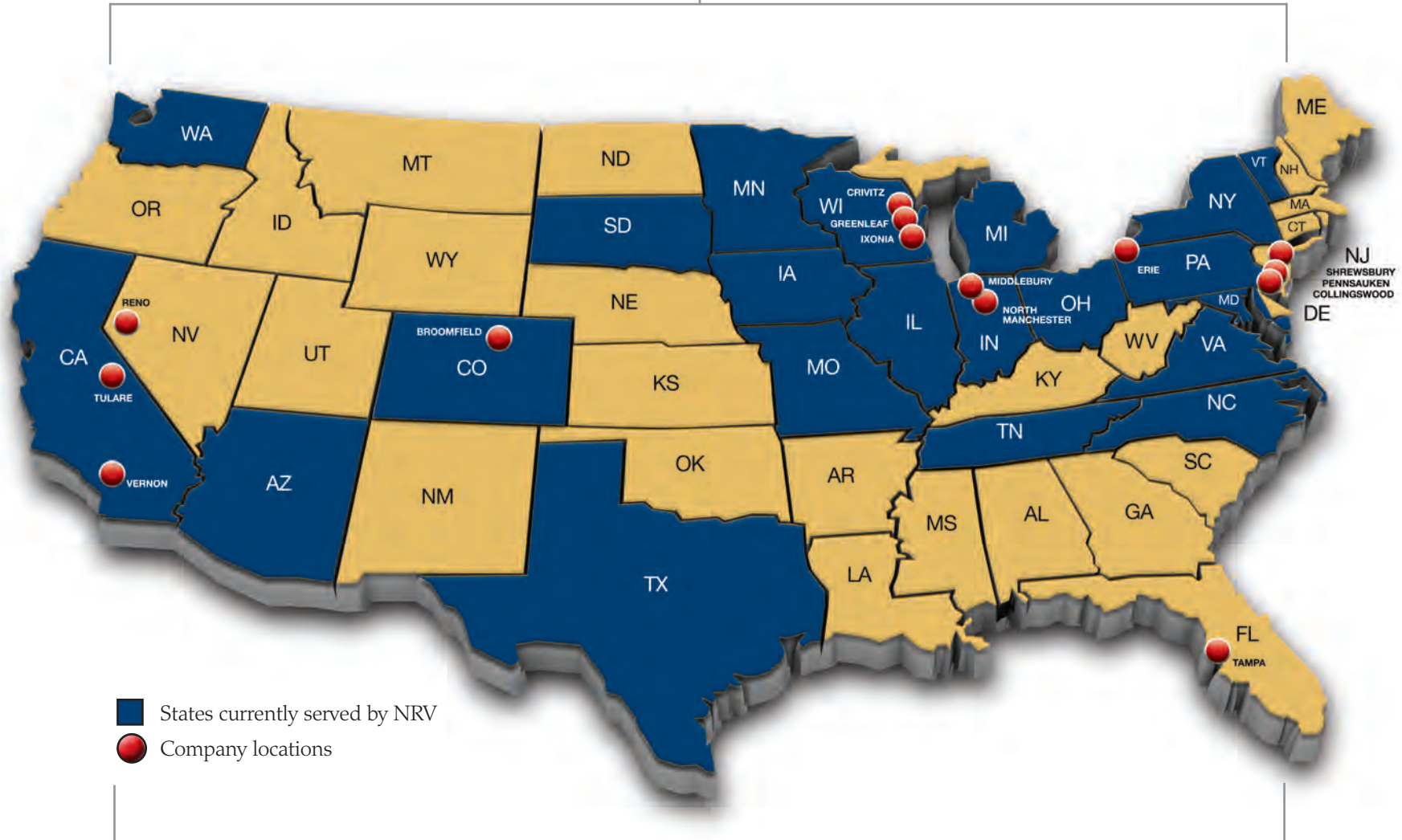
NRV is a leading producer of premium and high value veal, dairy herd and private label milk replacers and feed supplements for calf farms throughout the U.S. Farmers and growers, including Delimax Veal, use such milk replacers as Nutra-Melk and Real Veal for their veal, dairy and beef calves. Delimax is a technologically advanced producer of high quality milk-fed veal whose farms ensure humane standards for the treatment of animals including group housing.

“Our farms add supply strength to this new company which we fully expect will become an increasingly important factor for the national retail and food service marketplace,” said Robert Wynands, President, Delimax Veal.

The merger is effective immediately and the new holding company expects to finalize a name in early 2010. For additional information, please contact Michael Cianfrone at 856.782.5609 or mcianfrone@stargroup1.com.

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Locations of Company Facilities



Catelli Brothers, Delimax Veal Inc., NRV, and Specialty Meats Inc. have merged to become one of the largest veal and lamb purveyors in the U.S.

New Merged Company



A Tradition of Quality Veal and Lamb Products

The Catelli family has been in the food business since 1946, and has set industry standards in quality, service, dependability, and safety. Catelli Brothers provides its retail and food service customers with the finest and freshest all natural USDA choice veal and all natural USDA choice fresh American lamb, as well as lamb imported from Australia and New Zealand.

Facilities: Collingswood, NJ
Shrewsbury, NJ

Contact: Anthony P. Catelli Jr.
President/CEO

Email: acatelli@catellibrothers.com

Phone: 888-833-8325



Founded 20 years ago, Delimax is a technology-advanced producer of high quality milk-fed veal and serves major U.S. meat packers. Delimax offers services for the purchase of young calves, the supply of started calves, the technical framework for veal producers, quality feed for veal calves, as well as the transport of veal calves and feed. Its farms ensure humane standards in the treatment of animals, including group housing.

Facilities: Ixonia, WI

Contact: Robert Wynands
President

Email: bobw@delimax.com

Phone: 800-558-0002



NRV traces its roots to the Real Veal Company started in 1980. The company name was changed to NRV in 1991. NRV is a leading producer of premium and high value veal, dairy herd and private label milk replacers for animals, primarily calves; electrolytes; and feed supplements for calf farms throughout the U.S. It's best known milk replacers are Real Veal and Nutra-Melk.

Facilities: Ixonia, WI
Middlebury, IN

Contact: Dale Bakke
General Manager

Email: Dale.Bakke@realveal.com

Phone: 800-558-0002



Specialty Meats are purveyors of the Lido Gourmet and Chef's Reserve brands of veal and lamb and operate from a processing and packing facility near Los Angeles. Using a uniquely integrated production operation with rapid turnaround, Specialty Meats offers distinctive quality milk-fed veal and all natural lamb products to retailers and food service companies, as well as the military.

Facilities: Vernon, CA

Contact: Jonathan Amidei
*Executive Vice
President/COO*

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Phone: 800-543-5602