



Sub Zero Overview

- Sub Zero has been in refrigeration for 65 years.

The screenshot shows the Sub-Zero website interface. At the top, there are logos for SUB-ZERO and WOLF, a search bar, and navigation links: REQUEST A FREE BROCHURE, CONTACT & SUPPORT, TIPS & RECIPES, FIND A SHOWROOM. Below this is a secondary navigation bar with categories: SUB-ZERO PRESERVATION, WOLF COOKING, PLANNING & DESIGN, TRADE RESOURCES, and MY SUB-ZERO/WOLF. The main content area features a heritage timeline with three highlighted sections: 1943 Early Innovation, 1945 The Founding of Sub-Zero, and 1947 Popularity of the Upright Freezer. Below the timeline is a navigation bar for product categories: DESIGN FLEXIBILITY, SCIENCE OF FRESH, QUALITY, SUSTAINABILITY, HERITAGE (highlighted), and SMART INVESTMENT. The bottom section displays five product types: PRO 48, Built-In, Integrated, Wine Storage, and Undercounter, alongside a promotional banner for Sub-Zero Integrated Refrigeration with the text 'What if a refrigerator didn't have to look like a refrigerator?' and a '1 2' indicator.



Sub Zero Overview

- In 2000, SZ acquired Wolf Appliances

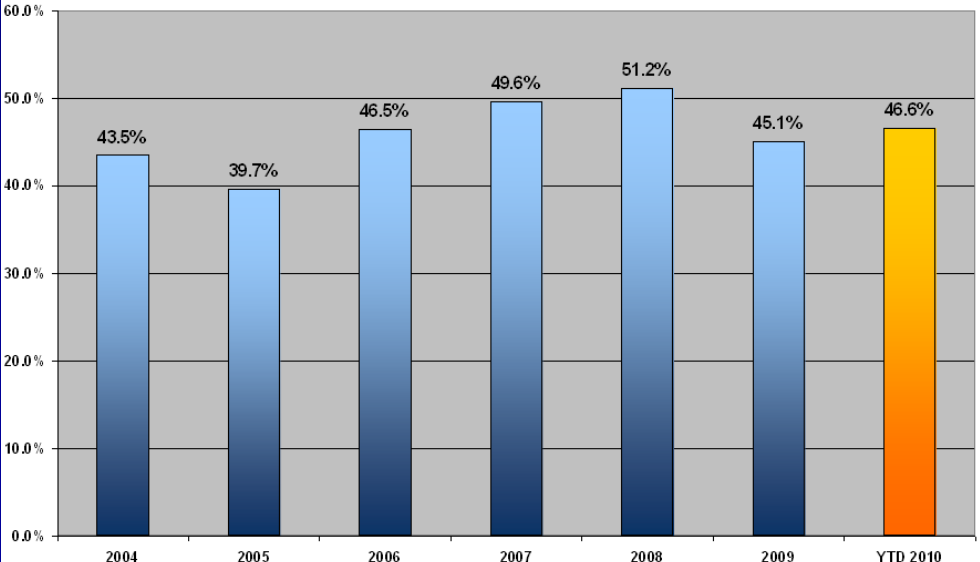
The screenshot shows the Sub-Zero/Wolf website homepage. At the top, there are logos for SUB-ZERO and WOLF, a search bar, and navigation links: REQUEST A FREE BROCHURE, CONTACT & SUPPORT, TIPS & RECIPES, and FIND A SHOWROOM. Below this is a secondary navigation bar with categories: SUB-ZERO PRESERVATION, WOLF COOKING (highlighted), PLANNING & DESIGN, TRADE RESOURCES, and MY SUB-ZERO/WOLF. The main content area features a large image of fresh ingredients with the headline "SHOW A LOWLY MOLLUSK ITS HIGHER CALLING" and icons for mushrooms, heirlooms, and mollusks. Below the main image are four sections: "WITH WOLF YOU CAN", "THE COOKING SPECIALIST", "KITCHEN CREATION", and "OWNER STORIES". The "WITH WOLF YOU CAN" section displays five appliance types: Built-In Ovens, Ranges, Gas Ranges, Dual Fuel Ranges, and Electric Cooktops. A promotional banner on the right states "YOUR DREAM KITCHEN, NOW UP TO \$2,500 LESS." with a "Limited time offer. Get details now." link. At the bottom right, there is a link for "GRILLING CONFIDENTIAL VIDEO SERIES".



Sub Zero Overview

- Strength of Brands
 - SZ has ~50% Market Share
 - Wolf Ranked #1 by JD Powers

SZ Market Share



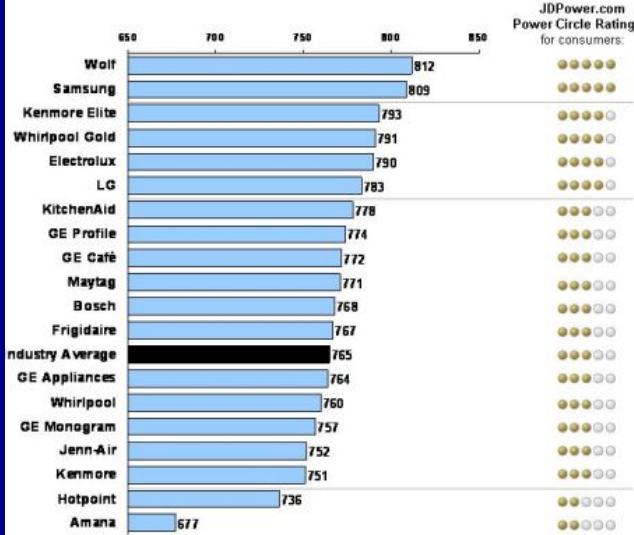
2010 Home Appliance Study: Range/Cooktop/Oven

Award Recipient

Wolf

J.D. Power and Associates 2010 Kitchen Appliances Study™

Overall Customer Satisfaction with Ranges/Cooktops/Ovens
(Based on a 1,000-point scale)



Source: J.D. Power and Associates 2010 Kitchen Appliances Study™

Power Circle Ratings Legend

- 5 circles: Among the best
- 4.5 circles: Better than most
- 4 circles: About average
- 3.5 circles: The rest



Phoenix History and Facilities

- Phoenix Facility began in 1980
 - Initially west coast producer of SZ products
 - Expansions in 1991 and 1998
 - Total of 165,000 sq ft
 - Addition of leased warehouse in 2006 (80,000 sq ft)
- Currently manufacture 50% of all SZ products in Phoenix, AZ

Cotton Lane Facility

✓ Goodyear Site purchased in October 2010





Facility Decision Overview

- Goodyear site needed for new product launch
 - No available room in Phoenix or Wisconsin facilities.
- Evaluated based on:
 - Price
 - Location and geography demographics of current employees
 - Economic Development and FTZ opportunities with Goodyear



Facility Status

- Timeline:
 - Purchase agreement signed with Sun Belt in October
 - Brycon chosen as General Contractor
 - Construction/Demolition to begin in December
 - Move all existing operations from Phoenix beginning June of 2011
 - Move additional product lines in Q4 2011
 - Begin new product test runs in 2012
 - New product launch in 2013

Sub Zero Goodyear Products



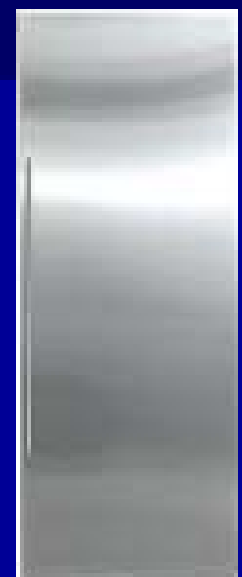
Pro48



Integrated Tall



Tall Wine



Column



Integrated Base



Wine Storage



Undercounter