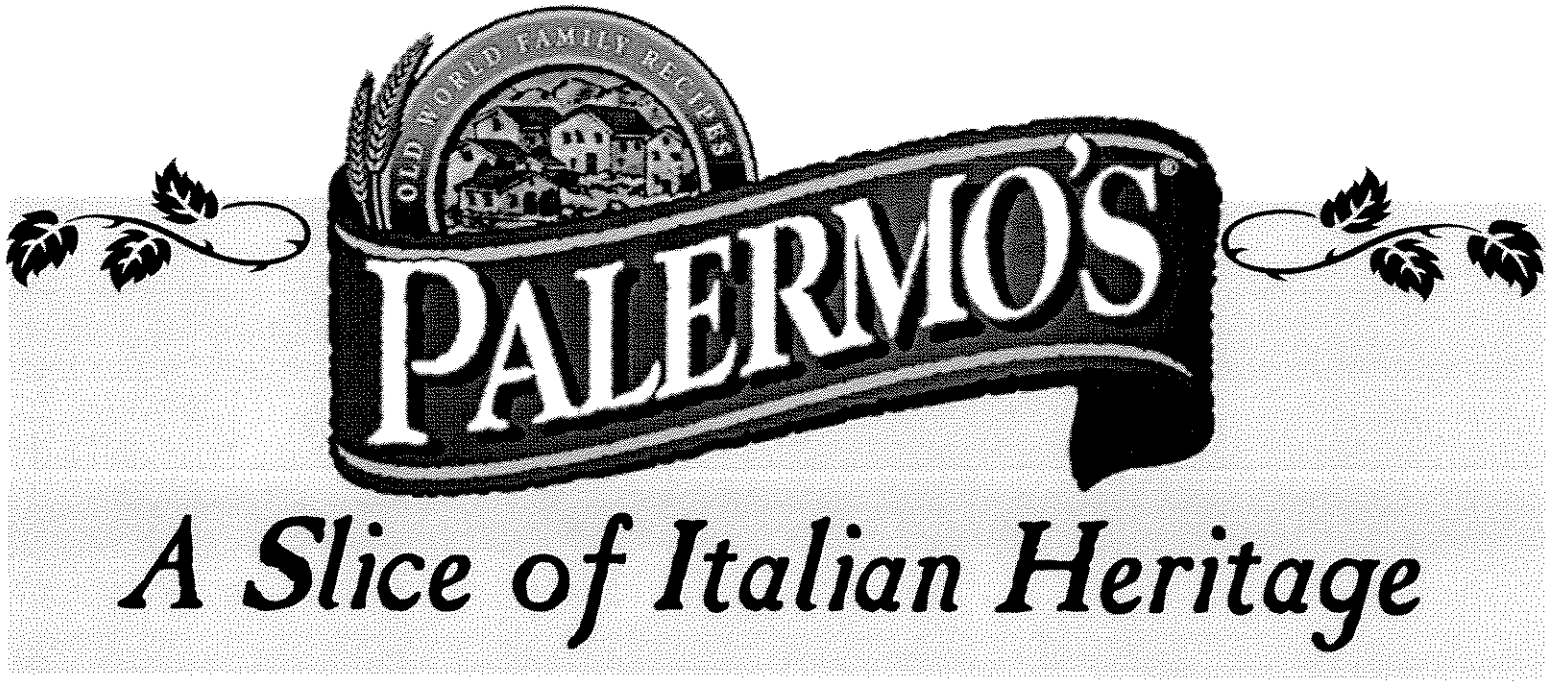
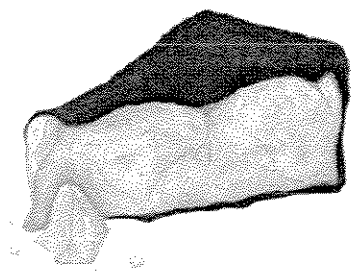

OLD WORLD FAMILY RECIPES
PALERMO'S
A Slice of Italian Heritage

PALERMO'S

1964... Palermo Villa Inc. founded by Gaspare & Zina Fallucca

1969... Palermo Villa Restaurant opened with "Milwaukee's Best Pizza"

1978... Manufacturing of Frozen Pizza begins – 'Dat's Da Best!'

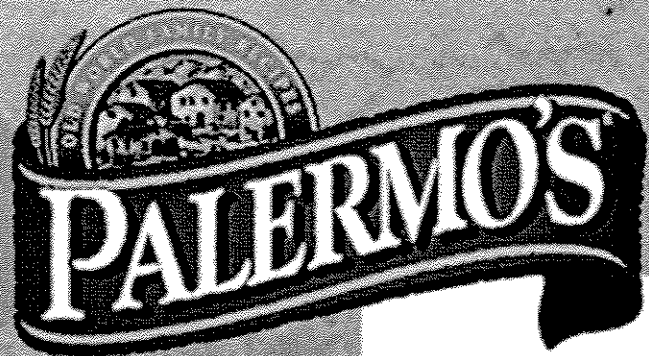


PALERMO'S

1989... Revolutionary pizza introduced – Palermo's Special Edition – the 1st Crust That Rises as it bakes in your oven

1993... Exhibiting at National Private Label Trade Show launches Palermo's into the Private Label business

2003... Palermo's introduces the 1st Ultra Thin Pizza on the National Market... Palermo's Primo Thin



Our Founder...

...Gaspare "Jack" Fallucca, better known as Papa Palermo, fondly remembers growing up in the Sicilian countryside, where the air seemed permanently blessed by the sweet smell of his family's cooking. When he immigrated to America, he carried his family recipes in his suitcase, and his devotion to family tradition in his heart.

Each product that carries the Palermo's name is made with the greatest care, from the finest ingredients available to us.

PALERMO'S

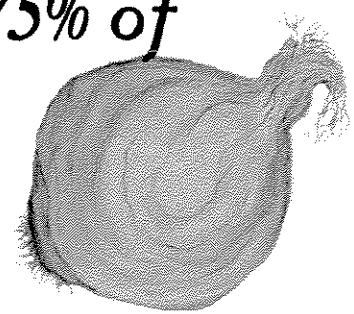
OUR PRODUCT OFFERINGS...

- Crust That Rises Pizza
- Premium Pizza
- Thin Crust Pizza
- Gourmet Pizza
- Deli Pizza
- Club Packs

PALERMO'S

OUR CUSTOMERS

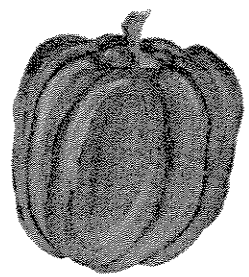
- *Within 6 months of introduction, Palermo's Primo Thin Margherita became the #3 top selling Frozen Food item at Costco*
- *Our brand is currently in over 1000 retailers in the country*
- *Including Private Label, we are in 75% of stores throughout the country*



TESTIMONIALS...

PALERMO'S

- *Supermarket Sales Data*
  - *Total Frozen Pizza industry = $2.6 Billion**
  - *Americans eat 100 acres of pizza each day – that is 23 lbs of pizza per person, per year*
- *Palermo's is 2nd fastest growing Frozen Pizza brand in America*
- *Palermo's is the top Premium Private Label Manufacturer in America*

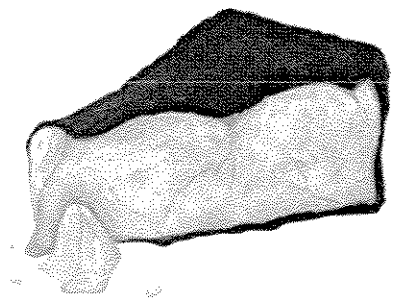


**AC Nielsen Data ending 2/19/05*

PALERMO'S

Why Expand?

- *Managed growth of our business*
- *Need for more capacity*
  - *120,000 to 140,000 Sq. Ft.*
- *Consolidation of plants*
  - *Greater efficiencies*
  - *One focused workforce*



PALERMO'S

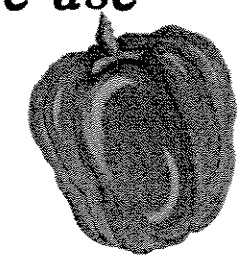
- *Recreate a Tuscan Villa from the 16th century in the classic Roman style*
- *U-Shaped style with corporate offices, meeting areas and a retail store allowing an opening for a courtyard in the center*
- *Corporate tower features open piazza*
- *These architectural features set the stage for a state of the art manufacturing facility*

PALERMO'S

OUR WISH LIST

RETAIL PRESENCE... *will give visitors a form of entertainment that appeals to their senses - an Italian style European Café and Pizzeria blended with a contemporary warehouse feel*

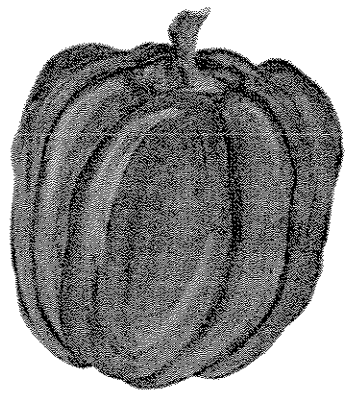
ITALIAN HERITAGE... *and America's love of Pizza will be at the forefront when we use Theater & Spectacle as a part of our Tour, Presentation and Merchandising*



OUR CURRENT DESIGN

Exterior

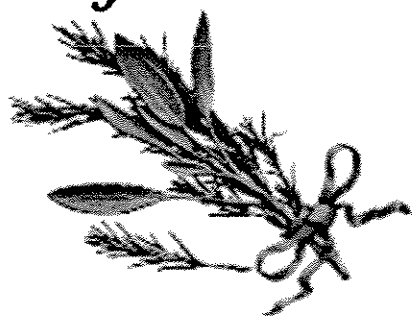
- *Build out of 34% ratio of total gross floor area to total lot area*
- *Buffer the Truck Docks*
- *"Low Lighting Profile"*
- *Use of Pre-cast insulated panels*
  - *Exceed WI Code by 43%*
  - *Produced within 20 miles of site*



PALERMO'S

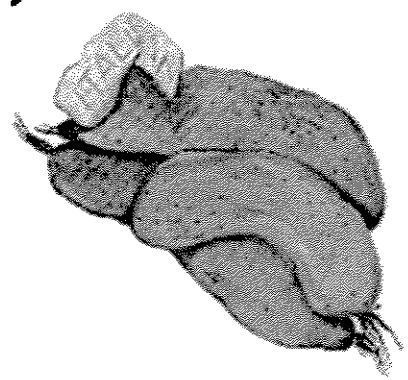
Interior

- *Energy Efficient Lighting in most of storage and office areas*
  - *Indirect Lighting*
  - *Occupancy Sensors*
- *Filtered make-up air in production rooms*
- *Palermo's reviewing grants provided by WE Energies*



PALERMO'S

- *Consolidated Manufacturing, storage and distribution*
  - *Enhanced efficiencies*
- *Design Elements*
  - *Expanded space and capacity*
  - *Improved process and material flow*
  - *Increased flexibility*



PALERMO'S

- *Environmental*
  - *Improved employee safety and well-being*
  - *Sanitary and food-safety design*
  - *Lighting and air-handling*
- *Lean*
  - *Member BEC through MSOE*
  - *Incorporated into design*
  - *Improved cycle time, reduced inventory, elimination of waste*
  - *Empowered work force*

Authentic Italian Food Products Since 1964

www.palermospizza.com

Palermo Villa, Inc.

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