

NEWS RELEASE
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Schwan's to Host Grand Reopening at Wilroy Industrial Park

SUFFOLK, VA., March 20, 2006 — On Tuesday, March 21, 2006 from 12:00 p.m.- 8:00 p.m. Schwan's Home Service, Inc., located in Wilroy Industrial Park at 1400 Progress Road, will host a Grand Reopening and Open House to celebrate their extensive office renovation project. Schwan's invested approximately \$200,000 in the project. The investment is part of a \$100 million company-wide initiative to upgrade and construct new sales and distribution facilities across the country.

The Grand Reopening and Open House will provide an opportunity for customers to learn more about the company's operations, and serve as a showcase of the operations for potential new employees. Part of Schwan's investment celebration in Suffolk is the announcement of plans to increase in their number of employees from 19 to 28.

"Our decision to remodel our Suffolk office and distribution facility is directly related to the great potential we see in Suffolk and the surrounding territory" states Ronnie Whitlow, Manager of Schwan's Suffolk location. "By adding new employees we hope to capitalize on the area's expanding customer base. The renovation will help us attract new employees and provide a place where people enjoy coming to work."

"We are proud to have Schwan's reinvest in their Suffolk facility" said Suffolk Mayor Bobby Ralph. "It is rare to find a company today that is as focused on customer service as Schwan's, and I look forward to seeing Schwan's service trucks make their rounds to Suffolk homes for years to come."

The Schwan Food Company, is a privately held, multibillion-dollar corporation that manufactures, markets and distributes premium frozen foods through focused business channels including home delivery, retail grocery and foodservice. Schwan is most widely known for its yellow trucks that deliver fine frozen foods and signature ice cream products to rural and suburban neighborhoods throughout the United States. In addition, Schwan is the country's largest producer of frozen pizza and egg rolls. Headquartered in Marshall, Minn., since 1952, Schwan employs about 22,000 people in the United States, Europe and Canada. Schwan's well-known home delivery service is complimented by businesses that market respected brands like **Tony's®**, **Red Baron®**, **Freschetta®**, **Edwards®** and **Mrs. Smith's®**.

For employment opportunities at Schwan's Suffolk location contact Ronnie Whitlow at (757) 538-8202 or come by the Open House and get an onsite interview. To learn more about the company, visit their website at **www.theschwanfoodcompany.com**

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