



For Immediate Release

Contact: Lauren Bernardi
Gray & Rice Public Relations
P: (617) 367-0100 ext. 146
lbernardi@gr2000.com

CRETORS ANNOUNCES ‘GREEN YOUR MACHINE’ PROGRAM FOR LARGER SIZE POPCORN MACHINES

Refurbishing Program is Economically and Environmentally Friendly

C. Cretors and Company, the leading designer and manufacturer of food processing and concession equipment for over 124 years, announces the launch of their new “Green Your Machine” (GYM) program for larger size popcorn machines.

Cretors’ GYM refurbishing program is designed to help movie theater chains and other companies maintain quality while reducing operating expenses, making the program both economically and environmentally friendly. Customers are encouraged to ship their popcorn machine to Cretors, where a “personal trainer” – otherwise known as an in-house service technician, will then provide an estimate based on initial analysis. If accepted by the customer, Cretors will strip down the machine to determine which parts are missing or need to be replaced. They will also clean the metal parts by dipping them in a large tank of environmentally safe cleaning solution. The GYM team will then reassemble the machine, incorporating all needed repairs and upgrades and then will submit the product to undergo a thorough testing process. The refurbished popcorn machines run like new, cost about half the price compared to a new machine and also comes with a one-year limited warranty. Many popcorn machine manufacturers will offer to refurbish or repair parts of the machines and some offer kettle exchange programs. Cretors differs from their competition in both the quality of materials used and the degree to which they take apart and rebuild the machines.

For more information about the GYM program or any other innovative products from Cretors, please visit their website at www.cretors.com.

About C. Cretors and Company

Established in 1885, C. Cretors and Company is the leading designer and manufacturer of food processing and concession equipment providing a complete range of innovative food service solutions to companies around the world. Cretors is a renowned industry

innovator, who in 1893 introduced the first patented steam driven popcorn machine that popped corn in oil. In 1967, Cretors' Food Processing Division introduced a patented continuous production line featuring a hot air fluidized bed oven for high-volume popcorn production. Today machines are available ranging from 80 to 5,000 lbs. per hour.

Over the company's long and storied history, its Foodservice Division offerings have expanded to include machines that produce and/or dispense cotton candy, nachos, caramel corn, and hot dogs, topping and dispensing equipment as well as warming and display cabinets. Today, Cretors continues to reinvest in research and development to ensure constant improvements in everything from equipment manufacture to customer responsiveness to distributor network communications.

For more information about Cretors' services and products, please visit www.cretors.com.

###