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FOR IMMEDIATE RELEASE:

Contact:

Suzannah Stephens

Grindmaster-Cecilware Corporation

502.425.4776

502.326.1422

info@gmcw.com

www.gmcw.com

Grindmaster-Cecilware™ Announces New Mission Statement and Values

Louisville, KY — Grindmaster-Cecilware Corporation released a new corporate mission statement and value statement. The new mission statement and values reflect a refreshed and defined sense of purpose for the company. The mission statement and values are prominently displayed at the company's headquarters in Louisville, KY as a constant reminder to employees, customers, shareholders, and vendors of the responsibility they have to each other and the company's success.

Grindmaster-Cecilware Mission Statement:

It is the mission of GMCW to provide a ***high quality product***, at a competitive price, delivered on time.

The company consists of team members who provide ***exceptional service*** to both external and internal customers, and who are ***valued and respected*** for their contribution to our mutual success.

It is the mission of the company to be a valued and respected partner with our customers, vendors and community, while providing a ***good working environment*** for our team members and a strong return to our shareholders.

Grindmaster-Cecilware Values:

- Do it right, ***first time, every time***
- Do ***not*** tolerate mediocrity
- Exceptional customer service for both external and internal customers
- High quality product from a design, manufacture and operational standpoint
- An environment of mutual respect and professionalism
- A strong return to our shareholders
- Customer-centric attitudes
- Performance driven

4003 Collins Lane, Louisville, KY 40245 USA | Ph: 502.425.4776 | Fax: 502.425.4664 | www.grindmaster.com | info@grindmaster.com

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- Exceed expectations
- A good place to work, where the company rewards accomplishment and good career development is possible
- Recruit and retain high quality staff
- Reward for accomplishment
- Strong sense of urgency
- Proactive, positive environment

Grindmaster-Cecilware™ manufactures a comprehensive line of quality beverage dispensing equipment for hot, cold, and frozen beverages and a complementary foodservice equipment line. Grindmaster-Cecilware™ has contributed significantly to the history and evolution of the beverage and foodservice industry. Our unwavering commitment to customer focused solutions drives innovation that is proven in the customer experience.

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