

FRANKE KAFFEEMASCHINEN AG PRESS RELEASE

“Coffee Drive 100”

5th Franke Coffee Systems Partner Event

In 2009 Franke Coffee Systems celebrates 100 years of company history. This special occasion was celebrated in style as part of the 5th Franke Coffee Systems Partner Event.

On Wednesday, 13 May 2009 Franke Partners from more than 30 countries gathered at the headquarters of Franke Coffee Systems in Aarburg. During the tour of the Franke Coffee Competence Centre the guests were acquainted with the company's in-house processes and met their contact partners; they also visited new premises such as the spacious showroom and found out more about the Coffeerama, the very heart of the Competence Centre.

On Thursday, 14 May 2009, Part 2 of the Business Section in Bad Ragaz featured all the latest news from the Franke Group and Franke Coffee Systems. The History Tour showcased all the milestones from one century of corporate history. This was followed by guest speaker Ralph Krueger's fascinating presentation entitled “Moving through setbacks to success”. The Seizing Opportunities Workshop, which rounded off the programme, provided an opportunity for the Partners to address and discuss current market issues.

Day 3 was given over to the “Coffee Drive 100”, with an excursion to the beautiful Appenzell region, where the guests from abroad were able to discover the region's various customs and traditions.

The 5th Partner Event ended on Saturday, 16 May 2009, with a journey on board the *Churchill*, the legendary double red-arrow train. The train journeyed through the Rhine valley along Lake Constance to Zurich Airport, where the guests finally left for their return journey home, taking with them lots of new information and impressions.