



MEDIA RELEASE

New Headquarters and Technical Center for SensoryEffects®

DEFIANCE, OHIO (May 12, 2010) - SensoryEffects® and its Diehl Food Ingredients® business have moved into a new Headquarters and Technical Center in the Fox Run Executive Park in Defiance, Ohio.

The newly renovated building will house offices for sales, customer service, marketing and other business functions, and, more importantly, new laboratories, test kitchens and a pilot plant supporting the SensoryEffects® Inclusions business. In addition, a new pilot plant supporting the company's powders business is being built. The space in the new location will promote collaboration between SensoryEffects and their customers since it will allow for joint, hands-on research and development and team work. The 35,800 square foot building also contains plenty of room for future growth and development.

"Our expansion to Fox Run aligns the employees of our SensoryEffects business with our customers and our mission to build strong client relationships through innovation and value creation," said Charles Nicolais, president of PCI Company, owner of SensoryEffects. "Good support from the Ohio Department of Development and Jerry Hayes from Economic Development of Defiance County was critical to making this possible." said Nicolais.

For more information, please contact us at 800.957.3130, e-mail us at info@sensoryeffects.com, or visit us at www.sensoryeffects.com.

About SensoryEffects®

SensoryEffects® (SE) is a group of value-added ingredient businesses including: Diehl Food Ingredients®, SensoryEffects® Inclusions, and SensoryEffects® Flavor Systems. The SensoryEffects approach is to work collaboratively with customers to develop solutions to their formulating problems and to help create new products that help differentiate our customers' products. SensoryEffects offers a broad range of ingredients including emulsified powders, flavor systems, and inclusions used in the dairy, baking, cereal, beverage and other processed food applications. Operating in three different production locations including Defiance, OH, Bridgeton, MO, and Lincoln, NE, SensoryEffects believes in personalized service and putting the customer first. For more information on SensoryEffects, please contact Jim Seidel at jim.seidel@sensoryeffects.com.

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