

MEDIA RELEASE

SensoryEffects® Flavor Systems Finalizes Purchase of The Kalva® Corporation

ST. LOUIS, MISSOURI (May 12, 2009) – SensoryEffects® Flavor Systems has announced the purchase of The Kalva® Corporation of Gurnee, IL. Kalva produces and markets ice cream compound coatings including novelty coatings, dip coatings, and liquid chips and they will commence production at their Gurnee facility immediately for the 2009 season.

SensoryEffects Flavor Systems, acquired by the PCI Company in February 2008, is a leading supplier of customized flavor and ingredient systems for frozen and fluid dairy products. “The addition of Kalva® brand ice cream coatings to our portfolio brings us a much stronger presence in the foodservice channel”, said DeNea Hombs, Commercial Manager of SensoryEffects. “With this acquisition, SensoryEffects can now offer a more complete foodservice product mix through Kalva’s established channel partnerships, including ice cream base flavors, variegates, syrups, toppings, and inclusions. In addition, the Kalva coating technology further builds the fat-based technology platform that is already present with the SensoryEffects® Inclusions business; this new capability can also be leveraged with our current industrial customers making branded retail frozen dessert products.”

For more information or to place orders for the Kalva products, please call SensoryEffects at 800-422-5444 or by emailing info@sensoryeffects.com. To learn more about our complete ingredient offering, please visit www.sensoryeffects.com.

About SensoryEffects®

SensoryEffects is a producer and marketer of specialty food ingredients, consisting of several strategic businesses: Diehl Food Ingredients®, SensoryEffects® Inclusions, and SensoryEffects® Flavor Systems. By working personally with their customers on problem solving, the team at SensoryEffects helps them to innovate their offerings, simplify their business, and increase their value. For more information on SensoryEffects, please visit www.sensoryeffects.com.

About PCI Company

Performance Chemicals & Ingredients Company, based in St. Louis, MO, was formed in 2006 to acquire and manage specialty chemical and food ingredient businesses. The principals of PCI Company are experienced in the chemical and food industries, and have an exclusive alliance with the private investment firm, Highlander Partners, L.P. The combination of PCI Company and Highlander Partners brings market, operational, and financial skills required to guide the future growth and development of its wholly-owned businesses. PCI Company invests in small to mid-size private companies and non-strategic business units of larger companies that possess capable management teams, fundamentally strong operations, and leading technology platforms. For more information on PCI Company, please contact Darren Lane at darren.lane@pci-company.com.