



Changing
how food is served.

FOR IMMEDIATE RELEASE

LOW TEMP INDUSTRIES, INC. REVEALS NEW IDENTITY TO REFLECT PROGRESS

Jonesboro, Ga., January 10, 2012 – Low Temp Industries, one of the country's premier custom foodservice equipment fabricators and manufacturer of Colorpoint, has announced a new corporate identity, including a new company name.

Low Temp Industries is now LTI.

The company's increasing capabilities and offerings had outgrown the identity of the Low Temp Industries' name established in 1947. The new name and tagline, *Changing How Food is Served*, create a more meaningful image for customers to better understand the company and its products.

"The versatility that we have to help meet our customers' needs is what sets us apart now. We have certainly evolved over the past 65 years and these recent changes address our forward progress," said Ben Casey, President.

In addition to the new name, logo and tagline, LTI will be introducing a number of exciting changes and products in the near future.

About Low Temp Industries, Inc.

Since 1947 Low Temp Industries (LTI) has designed and manufactured custom foodservice equipment and related products for the foodservice industry. LTI currently occupies over 250,000 square feet of plant space, employs over 150 people and still remains family owned and operated. Continuing the strong tradition of quality products and excellent service, LTI is proud to be one of the country's leading manufacturers of custom foodservice equipment. LTI's array of well-known product brands, including Colorpoint, Visions and QuickSwitch, have established them as both a high-quality and innovative manufacturer.

For more information about LTI, visit our website at www.lowtempind.com or contact us at 1-888-584-2722 or 770-478-8803.

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