



PRESS RELEASE

April 2, 2012

Coldstat Named to Manitowoc STAR Certified Service Program

Nomination of commercial refrigeration company into elite service group follows launch of new ice machine leasing program

PARAMUS, NJ – Coldstat Refrigeration has recently been named an official member of Manitowoc’s new STAR Service program for “outstanding aftermarket service and support” in commercial refrigeration. Through this program, Coldstat, a long-time Factory-Authorized Service Provider for Manitowoc Beverage and Manitowoc Ice, commits itself to the high standards of customer service and support that fall under the STAR program mandate, and agrees contractually to adhere to its strict principles.

The STAR initiative will apply to all Manitowoc Foodservice product lines. Companies qualify as Factory-Authorized after demonstrating qualified and timely installations; maintenance and first-time fix reactive services for equipment in and out of warranty.

The commercial refrigeration company’s prestigious designation comes just as it launches its Ice Machine Leasing program. This new program gives food-serving establishments the flexibility and benefits of having a new ice machine or ice dispenser, without the responsibilities of owning and maintaining one. Under the Ice Machine Leasing Program agreement, Coldstat supplies the new machine, maintains it regularly and handles service calls or repairs. Manitowoc is an integral part of the ice machine leasing program.

With this designation, Manitowoc noted that much of the company’s success as a respected leader in manufacturing for foodservices is largely due to “contributions by our excellent independent service providers.”

-- 1 of 2 --



What STAR Certification represents:

- S** – Standards: Every service provider meets the same, tough standards set by the factory.
- T** – Training: Every service provider meets stringent training requirements.
- A** – Authorized: 100% of service providers are factory backed and authorized.
- R** – Responsive: Every service provider commits to responsive customer needs.

“We are proud to qualify for this unique designation in customer service and aftermarket support,” said Ion Sarkisian, President of Coldstat Refrigeration. “For years Manitowoc has trusted Coldstat Refrigeration to handle its important installations, and similarly we have come to trust Manitowoc of reliable, efficient, top-of-the line refrigeration products and the ones to recommend to our customers.”

Coldstat ensures EPA Certified, factory-trained technicians with fully mobile rapid response service teams on call 24/7 to provide timely, reliable service. For further information regarding Coldstat’s Ice Machine Leasing Program or other regional commercial refrigeration services, call the main office at 201-599-1200 or email Info@Coldstat.com.

ABOUT COLDSTAT

Coldstat Refrigeration has been the area’s trusted leader in commercial refrigeration and HVAC for nearly 40 years, specializing in quality products, installations and maintenance, combined with highly attentive customer service. Coldstat is uniquely qualified to deliver sound solutions and certified, responsive service across a broad range of industries and is widely regarded as the regions top experts. As an authorized service agent for major manufacturers, Coldstat is the preferred product and service provider for major corporations, storefront locations, medical facilities and often even the product manufacturers themselves. Types of commercial refrigeration equipment includes freezers, coolers, ice machines, ice merchandiser, HVAC, walk-in coolers, walk-in freezers, low boys, Bain-maries, pizza prep tables and more.