

FOR IMMEDIATE RELEASE

Reich Brothers and Rabin Worldwide Announce Purchase of Iconic Oscar Mayer Headquarters in Madison, WI

New York, San Francisco, Chicago (October 24, 2017)- Reich Brothers, in partnership with Rabin Worldwide, is pleased to announce that it has purchased the renowned former Oscar Mayer campus in Madison, WI. The property, formerly owned by The Kraft Heinz Company, features 1.7 million square feet under roof on a 72-acre site. The plan is to redevelop the campus, including repurposing a number of existing buildings, and bring jobs back to the local community. The redevelopment will likely have a mix of light manufacturing, warehouse, distribution and office.

Located at 910 Mayer Avenue, the sprawling campus includes three class A cold storage buildings, six garage/maintenance buildings, a multi-level office building with ample parking, and dozens of acres of excess land available for redevelopment. The property is centrally located just five minutes from the Madison Airport and seven minutes to the State Capitol Building, Downtown Madison and the University of Wisconsin.

"This property is an integral part of Madison's history, as well as the history of food manufacturing in the United States," said Adam Reich, Co-CEO of Reich Brothers. "We understand the importance of the facility and the impact that its closing has had on the area. We look forward to repositioning it for future use, taking into account the values, desires and needs of the community. We will work closely with local officials to achieve these goals."

Rabin Worldwide and Reich Brothers will sell the entire contents of the Madison facility at a live and online public auction on December 6 and 7, 2017. One of the largest and most iconic meat processing plants in the U.S., the site features roughly 6,000 pieces of equipment and produced everything from sliced turkey and ham to bacon and hot dogs.

The auction can be viewed at <http://www.rabin.com> and www.reichbros.com and will feature eight floors of processing and packaging equipment, consisting of meat grinders, meat slicers, smokehouses, refrigeration systems and much more.

Richard Reese, President and CEO of Rabin, says, "The legacy of the Oscar Mayer name, combined with the large amount of equipment in this vast facility, make this an exciting and unique sale event. It will be an opportunity to buy high-quality equipment once used by the best in the business."

One of Madison's mainstay businesses for nearly a century, Oscar Mayer has been at the location since 1919. The property has been the company's headquarters since 1957 and was the epicenter for new product development. Kraft Heinz announced the closure in 2015, and officially ceased production this summer.

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About Reich Brothers Holdings, LLC

Reich Brothers Holdings, LLC specializes in acquiring turnkey manufacturing plants and provides for the bulk purchase of equipment packages and monetization through the auction sale process. Reich also has a lending division, which provides term loans and sale-leasebacks; and a decommissioning division. Reich is partnered with Victory Park Capital, a privately held registered investment advisor dedicated to alternative investing in middle market companies across a diversified range of industries. For more information, visit www.reichbros.com.

About Rabin Worldwide, Inc.

Rabin Worldwide is an international auction and valuation specialist of industrial plants and equipment. With over 50 years of experience in every sector of the industrial community, Rabin's signature business is providing a host of

solutions including auctions, liquidations, turn-key sales, real estate acquisition and more. Similar auctions recently conducted by Rabin include Hostess, Safeway, and Nestle. Visit www.rabin.com.