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**Contact:**

Beth Swanson  
Charter Baking  
3300 Walnut St.  
Unit C  
Boulder, CO 80301  
303-447-0495 x 4685  
bswanson@charterbaking.com

**CHARTER BAKING COMPANY RECEIVES ANNUAL  
CAPITAL INVESTMENT OF THE YEAR AWARD**

*Charter Baking Recognized by Baking Management as a Leader in the Organic Baking Industry*

**BOULDER, Colo. (October 3, 2006)** – Charter Baking Company (“Charter Baking”), a portfolio company of Charterhouse Group, Inc., was named winner of *Baking Management’s* Annual Capital Investment Award. According to *Baking Management*, one of the leading traded publications in the baking industry, Charter Baking captured the award due to its focused investment in four bakeries, demonstration of an ongoing commitment to natural and organic baking, and the production of high-quality, healthful breads and baked goods

Charter Baking’s year-over-year sales increased nearly 21 % in 2005; however, sales, aren’t the sole criteria for the Annual Capital Investment Award. According to *Baking Management’s* editor Keith Seiz, “Charter Baking was selected for this year’s honor because of their commitment and innovation in the natural and organic bakery sector.”

The editor’s high praise followed a successful year after Charter Baking’s merger of Rudi’s Organic Bakery (“Rudi’s”) with The Vermont Bread Company and the Adams Baking

Corporation and a subsequent merger with Superior Bakery. *Baking Management* also notes that Charter Baking is positioned as North America's leading organic and natural baking company with premier industry brands and a national presence.

*Charter Baking Company Award*

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Additionally, the Annual Capital Investment Award recognizes the investment in the new, innovative Rudi's Organic Bakery facility and headquarters, opened in August 2005 in Boulder, Colo., where the company has operated since its founding in 1975. Following the merger into Charter Baking, the parent entity now is headquartered in the Boulder facility.

John Foley, chief executive officer of Charter Baking says that Charter Baking recognizes the importance of the Capital Investment Award from a prestigious trade publication and attributes the honor to Charter Baking's broad collection of unique product offerings. "The individual bakeries, although now residing under the Charter Baking Company, each retain their individuality and brands," says Foley. "Yet, as a synergistic group, they are benefiting from a new stream of resources, ideas and experience."

The natural and organic baked goods category has grown by leaps and bounds notes Victoria Hartman, vice president of sales and marketing. She concludes, "Charter Baking is proud to bring healthful, nutritious products to consumers and we continue to strive to be a leader in the natural and organic bakery segment."

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For more information on the Charter Baking Company entities, please contact

[bswanson@charterbaking.com](mailto:bswanson@charterbaking.com) and visit [www.the-baker.com](http://www.the-baker.com).

**Charterhouse Group, Inc.** is a private equity firm with three decades of experience in building leading middle-market companies. Established in 1973, Charterhouse currently manages an excess of \$1.7 billion in equity through several limited partnerships. Since its

inception, Charterhouse Group has completed investments in over 90 platform companies with a focus in the Business Services, Healthcare Services and Consumer Products & Services sectors. For more information, please visit [www.charterhousegroup.com](http://www.charterhousegroup.com).

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