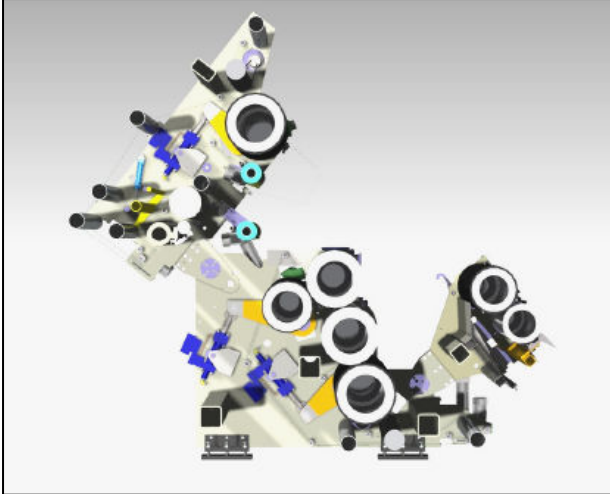


November 4, 2010

To our valued customers,



The Machine Division at Ronco Machine & Rigging is pleased to announce that we have formed a strategic alliance with the machine manufacturer **IDEA paper converting machines**. IDEA paper converting machines was established in the city of Porcari, Italy and brings over 25 years of engineering and design experience in the tissue converting industry. In addition to our current product offerings, our strategic alliance with IDEA paper converting machines will provide our customers technologically advanced paper converting equipment in both the retail tissue market and the away from home market. Since IDEA's inception, we have manufactured and started up two institutional tissue converting lines and one lamination unit for bathroom tissue and kitchen towel. These units are currently in full operation and can be seen

by any Ronco customer with advance notice. We are currently finalizing assembly of a third institutional converting line, as well as a double embossing unit scheduled for completion in December 2010.

With innovations such as low energy consumption and silent servo motors, remote tele-assistance via VPN, and a patented core transfer system for our rewinders, the intent of this strategic alliance is to show our customers that Ronco Machine and IDEA paper converting machines are committed to providing technologically advanced equipment in today's competitive tissue market. This alliance will offer our customers competitively priced converting equipment that will exceed expectations as well as support from our operations in the United States, Italy and England.

For further information regarding detailed specifications of our new product offerings, please feel free to contact the sales department directly or visiting our websites.

North and Latin American Inquiries:
English – Spanish – Portuguese

Hector Hurtado Jr. hector@roncomachine.com
Brian Uzcategui buzcategui@roncomachine.com
+001-904-827-9795

Europe/Africa/Asia Inquiries

Bob Toze btoze@roncomachine.com
Tom Toze tomtoze@roncomachine.com
+44 (0)1392.216.100
roncomachine.com and ideapcm.com

