

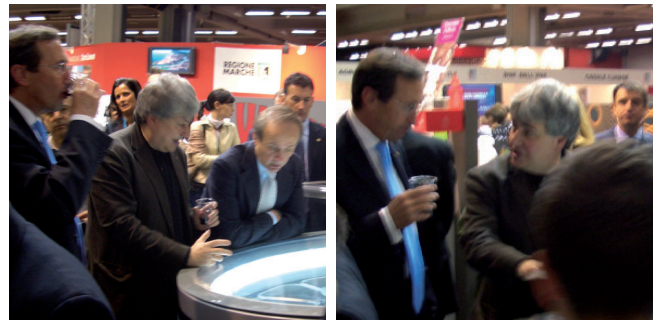
## IFI's Tonda gelato display cabinet at the 2009 CAMPIONARIA DELLE QUALITÀ

### MARCHE, CHAMPIONS OF ITALY

Marche in Milan, La Campionaria delle Qualità Italiane, 7th-10th May 2009

35 thousand people have discovered the best of all-Italian manufacture. And Marche, with eleven 'excellences' played a lead role, "Even being awarded" - Ermete Realacci, Chairman of Symbola, the Foundation for Italian Quality, confirms - "The ANTEO prize for the best participation of the regional entrepreneurial system. This Samples Fair, nourished by social cohesion and values, innovation and research, environment and culture, has been a real wager". And in this sense, Marche, 161 thousand companies, one for every nine inhabitants, in sectors such as mechanics, sites, tourism, lighting, electrical appliances, footwear, has well identified this wager. "A small region with deep roots" - stresses Alberto Drudi, Manager of the Internationalisation Chamber of Unioncamere - "That envelops an enormous wealth and sectorial brands popular the world over". Region Marche and UnionCamere have together created a system to take an integrated image with high quality produce to the "Campionaria". These include TONDA, the first ever round gelato display case, built by IFI, an important Pesaro-based company. Gianfranco Tonti is IFI S.p.A.'s C.E.O., and explains the success: "47 years of work, with an average collaborator age of 34, to blend experience with all the energy of youth in a niche sector such as that of technology and furnishings for public places, where we enjoy a leading position with more than 3 thousand furnishing items and around 18 thousand refrigeration modules a year".

Tonda, the revolutionary round, rotating display case, which has been nominated for the XXI Compasso d'Oro prize, is a cult object used worldwide, and which was created, developed and produced in Tavullia (Pesaro-Urbino).



Milan. A toast to Marche! The Chairman of the Chamber of Deputies, the Hon. Gianfranco Fini, stops amidst the crowds to admire IFI S.p.A.'s Tonda gelato display case, together with the Chairman of the Symbola foundation, Ermete Realacci, whilst enjoying a sip of Marche wine.



Milano. The Defence Minister, the Hon. Ignazio La Russa, and the Chairman of the Symbola foundation, Ermete Realacci observe IFI S.p.A.'s Tonda gelato display case carefully, an international icon of design applied to technology. Tonda, the first ever round, rotating display cabinet, is a 100% made in Marche product, designed, developed and manufactured in the plants of Tavullia (Pesaro-Urbino), and sold throughout more than 40 countries the world over.