



Alliance Laundry Systems LLC
Shepard Street, P.O. Box 990
Ripon, WI 54971-0990
Tel 920.748.3121
Fax 920.748.4429
www.speedqueen.com

December 16, 2010

Bob Doyle
Coinmach Corporation
303 Sunnyside Blvd.
Plainview, NY 11803

SUBJECT: CUSTOMER-ONE AWARD OF EXCELLENCE

Hi Bob:

In recognition of the outstanding performance to the industry in supplying Speed Queen Multi-Housing laundry equipment, Alliance is presenting the Customer-One "Award of Excellence" and special recognition based on high purchase volume as a Multi-Housing most valuable customer measured in the volume rebate year of Oct 1, 2009 through Sept 30, 2010.

Thank you for your business and continued support.

Sincerely,

A handwritten signature in black ink, appearing to read 'Dick Casey', written over a large, light-colored scribble or watermark.

Dick Casey
Director Multi-Housing Sales - North America
Alliance Laundry Systems

cc: Mike Mitchell
Jamie Zaffke

12-16.DC/dw