

FOR IMMEDIATE RELEASE

Albert Uster Imports

1-800-231-8154

info@auiswiss.com

**Albert Uster Imports Announces the Hiring
of Michael Brady as Senior Vice President of Finance**

Gaithersburg, MD, March 11, 2010 – Albert Uster Imports (AUI) is pleased to announce the appointment of Michael A. Brady to the position of Senior Vice President of Finance. In this crucial, multifaceted role, Mr. Brady will focus on strategic planning for AUI while also overseeing the company's finance team in their financial, accounting, tax, legal, and risk management functions.

Mr. Brady's background in international finance is a major asset to AUI as a global enterprise. His versatility and strong leadership skills will enhance the company's outlook and reach on big-picture financial issues including acquisitions, international development, and product planning.

"We couldn't be more pleased to have Mr. Brady on our team," says President and CEO Philipp Braun. "We anticipate that his contributions to Albert Uster Imports will be immeasurable and look forward to seeing our company diversify and evolve under his initiative and breadth of knowledge."

Mr. Brady is a Certified Public Accountant and accomplished business executive with over 20 years of experience in financial management, operations, and strategic planning. Prior to joining AUI, Mr. Brady held chief financial officer positions in subsidiaries of public companies and private equity-backed businesses including Coopers & Lybrand, JI Case Company, RTE Corporation, Citibank, Harbridge Merchant Services, Centennial Security Holdings, National Revenue Corporation, and CardSystems Solutions Inc.

Mr. Brady held key roles in the growth and development strategies of each company he served, saving these corporations from leaking annual expenses while simultaneously promoting their expansion and prosperity. His cost-reduction programs, vital manufacturing operations changes, and turnaround procedures have resulted in multi-million dollar profit improvements in less than a year.

Most recently, Mr. Brady served as the managing director of Blackhawk Consulting Group LLC, providing business and strategic planning, mergers and acquisitions assistance, crisis management, and interim CFO services to emerging and middle-market companies. He has a bachelor's degree in accounting from the University of Wisconsin-Oshkosh and earned an MBA from the University of Missouri.

About Albert Uster Imports

A leader in the pastry industry for over 40 years, Albert Uster Imports prides itself on the quality of its products and services. For more information or to request a catalog or a complete list of new products, please call 1-800-231-8154 or email info@auiswiss.com. We are vivaciously enthused to continue nurturing our valued business relationships with you, and look forward to sharing mutual success.