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Aladdin Temp-Rite is pleased to announce the appointment of Marty Rothschild as President of Aladdin Temp-Rite effective April 1, 2011. In that role Marty will report to Robert Nerbonne, CEO Ali Group North America.

In Marty's current role as Vice President of Sales and Marketing for Aladdin, he has shown great leadership through his focus on the healthcare foodservice industry, commitment to customer service and leadership in bringing innovative products to the market. Marty has spent a significant part of his career at Aladdin in developing customer relationships and understanding the needs within the healthcare foodservice industry in order to bring innovative products to the market to meet those customer needs. In addition, he has served on Industry Advisory Boards for ASHFSA, HFM and AHF, as well as being a board member for Nashville AMA and the Editorial Board for the DMA.

Marty will assume the President's role at Aladdin Temp-Rite as Jim Clapper, the current President, has announced his retirement. Jim will be available to assist the Company if needed to ensure a smooth transition. Bob Nerbonne, Ali Group North America CEO commented, "We are very much looking forward to Marty's leadership at Aladdin as he takes on the role of President. At the same time we are very appreciative of Jim's leadership over the past five years in his tenure as President. During this period of significant economic turmoil, Aladdin has experienced great success. We wish Jim the best in his retirement."

Aladdin Temp-Rite is an ALI Group company. Located in Hendersonville, Tennessee, Aladdin is the market leader in providing meal delivery systems to the healthcare foodservice industry. For over 40 years, Aladdin's customer-driven innovations have led healthcare foodservice to new heights of quality, efficiency, safety and patient satisfaction. To answer the increasing demand for better choices in meal delivery and presentation, Aladdin has developed solutions for every foodservice application.

The ALI Group is a privately held company headquartered in Milan, Italy that specializes in designing, manufacturing, marketing and servicing of commercial foodservice equipment. The Ali Group operates globally through 66 brands and 7,100 employees located in 24 different countries.