



FOR IMMEDIATE RELEASE: (August 17, 2010)

Pro Smoker Acquires Vortron Smokehouse Manufacturing Company

Iron Ridge, Wisconsin, August 17, 2010 – Wisconsin manufacturer Pro Smoker, announced today the acquisition of Vortron Smokehouse Manufacturing Company. Acquiring Vortron's line of multi truck smoke houses has expanded their position in the marketplace. With Vortron, Pro Smoker now meets the needs of the small, medium and large meat processors with one-of-a-kind patent pending pellet generated smokers, and a history of reliable customer service before and after installation. Pro Smoker is the only manufacturer in the industry with a full line of NSF and MET/UL197 approved equipment completely manufactured and assembled in the USA.

CEO Ken Hanni says, "I'm excited about providing an extraordinary level of service to the Vortron customer base. We plan to consolidate factories and continue to manufacture in the USA."

Vice President, PS Seasonings, Joe Hanni added, "our seasoning lines and the new patent pending wood pellet smoke generator fill a void in today's niche markets."

Pro Smoker founder, Harold (*Grandpa*) Hanni supports the acquisition and states, "the expansive growth of Pro Smoker is consistent with my philosophy that you can bring old world sausage making technology into the 21st century. We'll be able to reach a broader spectrum of processors through the combination of these two companies".

Harold Hanni was born on September 14th, 1931. Growing up Harold learned everything he knew about cheese and sausage making from his father Gottfried Hanni. After the time spent serving his country during the Korean War, Harold spent his spare time making sausage with his homemade smoker (made up from an old chest freezer) and teaching his 5 sons the family tradition. One cold Wisconsin winter day in 1975 the chest freezer/smoker Harold built caught fire and nearly burnt the house down, this was when Harold realized there had to be a better way. After several drafts of designing the first smoker he finally knew what he wanted, a Model 100 smoker, made *by* a sausage maker *for* the sausage maker. Harold and his sons established in 1977 building smokers for small meat markets and grocery stores. Ken Hanni (Second Generation) took the company over in 1992 and in 1996 Joe Hanni (Third Generation) joined the team as well.

"The pellet generated smokers bring this 'old world' flavor and texture to the marketplace and place it in the hands of the meat processor. This creates the type of products that bring people back into your market time and time again wanting more. This family atmosphere is the type of customer service that the Vortron customer base is going to particularly appreciate" says Joe.

In the 35 years of its history the Pro-Smoker company has expanded its product line to include an array of smoker/ovens in sizes ranging from 50lb – 7,000lb, from hand load units to 18 truck smokehouses as well BBQ smokers, ovens, roasters, generators, the old world seasoning line and now the Vortron line. Pro Smoker 'N Roaster does business in 9 different countries with over 7,500 units in the field today.

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Editors Note: For questions or comments about this press release, please contact Nicole Carlsen with Grace-Etta Communications, 952-807-3626, nicolecarlsen@yahoo.com. Thank you.