



November 10, 2011

**RE: *HydroFLOW* Holdings USA**

To whom it may concern,

Bimbo Bakeries USA (BBU) is a leader in the baking industry, known for its category leading brands, innovative products, freshness and quality. Our team of 15,000 U.S. associates operate 35 bakeries in United States serving 8,500 routes distributing our leading brands such as Arnold, Bimbo, Boboli, Brownberry, Entenmann's, Francisco, Freihofer's, Marinela, Mrs. Bairds, Oroweat, Stroehmann, Thomas', and Tia Rosa.

In April 2011, Bimbo Bakeries USA commenced a project with *HydroFLOW* Holdings USA to install *HydroFLOW* water conditioners on the steam boilers of our facilities. These environmentally friendly water conditioners have proven to significantly reduce limescale and corrosion accumulation in our steam boilers, thus providing significant cost savings associated with reduced chemical usage and increased heat transfer efficiency. To date, the engineering, installation and customer services provided by *HydroFLOW* Holdings USA have been excellent.

Our parent company Grupo Bimbo recently completed its acquisition of Sara Lee Corporation's North American Bakery business. We will be evaluating the installation *HydroFLOW* water conditioners on the steam boilers for these new assets as we move into the future.

Sincerely,

Jim McKeown  
Director of Environmental / Energy / Security  
Bimbo Bakeries USA  
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