



XDX authorized to bring revolutionary technologies to Cuba

HAVANA, Cuba – XDX® Innovative Refrigeration received a temporary export license to bring its revolutionary refrigeration technologies to Cuba to help U.S. business interests improve food storage conditions, extend shelf life of perishable products and reduce energy usage.

The only equipment or component manufacturer authorized to export to Cuba, XDX offered its industry solutions at the historical United States Food and Agribusiness Exhibition, PABEXPO, in Havana in 2002.

XDX offers businesses in Cuba the opportunity to retrofit existing equipment or replace equipment with energy efficient products with increased capacity. "Increased capacity will bring improve storage temperatures and safe conditions," said Frank A. Laraia Jr., XDX vice president of sales and marketing and the person responsible for the XDX effort in Cuba.

In addition to providing products to U.S. businesses, XDX is carrying a food safety message to the island and intends to head up the effort to provide a safe and economical way to store agricultural and food products. The Cuban people benefit from the humanitarian effort to improve storage conditions and bring perishables into safe operating parameters.

"A simple component retrofit like ours, that can enhance the operation of the refrigeration systems that are already in place, can significantly improve the performance with the lowest possible capital outlay," said Laraia. "This is significant in this struggling Cuban economy."

"We know that this is a controversial venture, said CEO David Wightman. "In the struggling and uncertain U.S. economic environment, the last thing that these U.S. businesses need is for their valuable perishables to lose their quality due to inadequate refrigerated storage. We are excited at the opportunity to support American business interests. We believe that we can provide a significant impact."

XDX Innovative Refrigeration is committed to leveraging its industry-leading technology to help customers reduce energy and maintenance costs, increase food safety and meet environmental initiatives. Celebrating its 10th anniversary in 2009, the firm is based in suburban Chicago. Our award-winning and scientifically proven technologies have been installed by a multitude of clients in dozens of industries, including HVAC, foodservice, medical, entertainment, food manufacturing, hospitals and healthcare facilities, schools, colleges and universities. For more information, visit www.xdxusa.com.