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ORANGE LAKE RESORTS PARTNERS WITH MILNOR CORP. AND STEINER-ATLANTIC TO REDUCE CARBON FOOTPRINT

Flagship location's new PulseFlow® CBW® (Continuous Batch Washer) reduces water consumption by 90%

ORLANDO, FLA. (Nov. 21, 2011) – Developer Orange Lake Resorts, operator of seven Holiday Inn Club Vacations® resort destinations, today announced that they are taking steps towards minimizing the impact of the company's carbon footprint by introducing a new \$1.4 million PulseFlow tunnel system by Pellerin Milnor Corporation that will save them 15 million gallons of water per year at their flagship Orlando resort.

For nearly 30 years, Orange Lake Resorts has used equipment that processes 1,800 pounds of laundry per hour with 3 gallons of water used per pound, and completing the day's work of 28,800 pounds of laundry over two shifts.

Orange Lake's new Milnor equipment consists of a PulseFlow Milnor CBW washer, a Single Stage press, and four pass-through dryers. The new equipment processes 4,000 pounds of laundry per hour, using only 0.3 to 0.4 gallons of fresh water per pound, with the day's work of 30,000 pounds of laundry finishing in just one shift.

Bill Bell of Steiner-Atlantic, Milnor's local distributor for the Orlando area, says, "Orange Lake has an eye on the staff's overall environment and on improvements in efficiencies and expenditures, so we were thrilled that they committed to the corporate investment of introducing this modern equipment from the best in the industry."

The reduction in utilities and water consumption were not the only benefits associated with the new PulseFlow tunnel. The four-compartment loading conveyor improves labor

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conditions because it requires less handling by the staff. Once sorted, the soiled goods are loaded on the conveyor to be discharged in the tunnel's load chute. After the wash, goods are automatically discharged to a single stage press, which removes excess moisture from the goods. After extraction, an automatic cake shuttles transports the goods to waiting dryers. All of this automation has improved the working conditions in the laundry.

Before the Milnor tunnel, Orange Lake staff would have to: sort by goods type, manually load soiled goods in the washer, and manually unload (now heavier) damp goods from the washer, and transport to the dryers/flatwork aisle. Aside from the ergonomic benefits of the tunnel over large open-pocket washers, the tunnel's process times are shorter and quality of linens and towels are enhanced, now enjoying a longer lifespan. In addition, Orange Lake has doubled their hourly production, eliminating the need for a costly second shift.

The Orlando resort, with 2,478 villas and an average of 511,853 annual guests, processes eight million pounds of laundry per year. The new equipment allows the company the ability to grow their laundry operation to process up to approximately 10.5 million pounds of laundry per year.

Scott Hedrick, vice president, rooms division, says, "We are delighted to be using the Milnor equipment in our laundry facility. It's a step towards reducing our impact on the environment on a daily basis and changing how we operate to create significant efficiencies and cost savings while positively impacting the guest experience through improved linen quality. It's also a pleasure to improve the everyday workplace for our skilled laundry team members, who are truly the 'heart of our house.'"

With the reductions in utilities, water, and seasonal labor, Orange Lake will see a return on their PulseFlow tunnel investment in just 25 months.

For more information on Milnor and PulseFlow, visit www.milnor.com/pulseflow, call 504-712-7656, or email milnorinfo@milnor.com. An informational video on PulseFlow technology is accessible on the company's YouTube channel at <http://youtu.be/6wsfJM243IA>.

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About Orange Lake Resorts

Orange Lake Resorts is a timeshare resort developer with nearly 30 years of proven success in the industry. Orange Lake's flagship property in Orlando, located next to Walt Disney World® Resort, was established in 1982 by Holiday Inn founder Kemmons Wilson. A 1,450-acre golf, water park and sports resort, Orange Lake Resort in Orlando includes 2,478 villas with the ability to expand to 4,500 villas. Orange Lake Resorts is proud to be one of *Orlando Sentinel's* "Top 100 Companies for Working Families" for the second year in a row, winning the *Sentinel's* 2011 "Community Service Champion" award for excellence in philanthropic contributions. Other resort locations operated by Orange Lake Resorts under the Holiday Inn Club Vacations® brand include Lake Geneva, Wis., Panama City, Fla., Brownsville, Vt., Myrtle Beach, S.C., and Gatlinburg, Tenn. For more information on Orange Lake Resorts, visit www.orangelake.com.

About Pellerin Milnor Corporation

Pellerin Milnor is a commercial and industrial laundry equipment manufacturer headquartered in Kenner, Louisiana. Since 1947, three generations of Pellerins have led the company to be a worldwide leader in the laundry industry. Our washer-extractors range in size from 25 lb. to 700 lb. capacity; dryers from 30 - 550 lb. These models are available with a variety of controls from very simple to quite sophisticated. For more information, please visit www.milnor.com.

About Steiner-Atlantic Corp:

Steiner Atlantic is a leader in the Laundry, Boiler, and Drycleaning industries. Since 1959, we have provided reliable equipment, quality technical service, and fast-delivery of parts for our customers to succeed. We serve companies both big and small, domestically and internationally with more than 100 lines of the best commercial Laundry, Boiler, and Drycleaning systems in the world, including: MILNOR, CHICAGO, ADC, CLEAVER BROOKS, FULTON, GREEN JET, UNION, MULTI-JET, AERO-TECH, UNIPRESS, FORENTA, and WHITE. Today, with more than five decades of specialized experience and services, we are your TOTAL RESOURCE to satisfy every need from the inception of a job with Design/Build Planning, to Rigging/Installation, Startup/Training, and after sales Service & Technical support. Our plans take every detail into consideration: floor layout, workload analysis, environmental safety, & equipment/bid specification, to ensure the end result is a highly functional design that is essential to economy and efficiency in any laundry, boiler or dry cleaning operation and one that meets building, volume and budget needs. Contact us today and let our experience and knowledge work for you: www.steineratlantic.com.

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