



PRODUCTS
AND SERVICES
CATALOG

2010



**MAKE
SMARTER CHOICES.
FASTER.
EVERY DAY.**

- Negotiate with Confidence
- Minimize Risk
- Uncover Opportunities
- Economize Capital
- Reduce Uncertainty

Urner Barry offers tailored solutions for businesses small and large. To find out what we can do for your business, arrange for a consultation session by contacting Urner Barry today at 732-240-5330 or sales@urnerbarry.com.

COMTELL®

GAIN A Competitive Edge
MAXIMIZE Profit
MINIMIZE Risk

- Identify market conditions and react accordingly
- Use market volatility to your advantage
- Obtain a multitude of market tools on a single Web site
- Negotiate buying/selling positions with confidence



Full historical summary with valuable charting capabilities and product descriptions.

Beef Index Wednesday Jan 06 1.365 .00491 .35964%	Egg Index Wednesday Jan 06 0.7380 no change	Chicken Index Wednesday Jan 06 0.6400 .005 .78125%	Turkey Index Wednesday Jan 06 0.7688 .0025 .32518%
Pork Cutout Wednesday Jan 06 0.69108 .01408 2.03739%	B/T Shrimp Index Tuesday Jan 05 5.34 .04 .74906%	White Shrimp Index Tuesday Jan 05 2.78 -.65 -1.79856%	Salmon Index Tuesday Jan 05 3.71 .02 .53988%

Market indices provide a broad overview of current market conditions.

Every **COMTELL** subscription includes:

- Access to full historical databases
- Instant alerts to your mobile device
- Back issues of all reports
- Market memos (quick quotation snapshots)

Monthly Subscription Packages

- \$582 — **RED MEAT POULTRY EGGS SEAFOOD**
- \$518 — **RED MEAT POULTRY EGGS**
- \$507 — **POULTRY EGGS SEAFOOD**
- \$454 — **RED MEAT SEAFOOD**
- \$391 — **POULTRY EGGS**
- \$338 — **RED MEAT**
- \$116 — **SEAFOOD**
- \$84 — **EURO EGGS**

URNER BARRY'S **FOREIGN TRADE DATA** SEAFOOD IMPORT DATA ONLINE

Reduce uncertainty, minimize risk, and uncover opportunities with the only Web site designed exclusively for the frozen seafood import/export community.

WHAT YOU GET

- Stay on top of emerging issues and ahead of changes in regulation that can impact your business with **TRADE ALERTS**.
- **SHIP MANIFEST DATA** delivers details on each and every frozen waterborne shipment of seafood entering the U.S., including those of your competitors.
- Quickly get up-to-date with our **INSIDER'S REPORTS**; executive summaries specific to shrimp, salmon, lobster, tilapia and crab.
- Get the big picture with **CENSUS DATA**; every Entry Declaration on every shipment imported into the U.S., including volume for cumulative total comparisons.
- Learn how to identify and avoid common regulatory mistakes with **THE RED BOOK**, the first comprehensive regulatory guide for the buyers and sellers of seafood in the U.S.
- Find basic regulatory information from our **SEAFOOD DIRECTORY OF INTERNATIONAL GOVERNMENT AGENCIES**.
- Monthly **IMPORT REFUSALS** will alert you to products that have been found to appear in violation of the Food, Drug, and Cosmetic Act.
- **ASK THE EXPERT**, lawyer and seafood regulation authority Richard Gutting, Jr. **WILL ANSWER YOUR QUESTIONS**.



Richard Gutting, Jr.

TRACK New Product
KNOW Your Competition
UNDERSTAND
Rules and Regulations

Easily identify import trends and most active importers by species.



Subscription Rates

Urner Barry's **Foreign Trade Data**
\$477 (Quarterly)

Add Urner Barry's **Foreign Trade Data**
to your existing COMTELL service for an additional
\$105 (Monthly)

Prices include up to 3 users per license

SEAFOODNEWS.COM

THE SEAFOOD INDUSTRY STANDARD

Focused solely on the business of seafood, SeafoodNews.com is your premier source for seafood industry news online.

- Daily newsletter delivered to your e-mail inbox eliminates the need to search for breaking industry news.
- The broadest possible news-gathering network in the industry ensures up-to-the-minute delivery of market news and information.
- Our Latin American coverage keeps you informed of a key area of supply.
- Japan is a significant consumer of seafood. Keep current with happenings there by reading our Bill Atkinson News Report.
- The simple navigation allows you to find the news important to you.



Monthly Subscription Rates

1 User \$24	2 to 5 Users \$39	6 to 20 Users \$54	21 to 50 Users \$109
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FOODMARKET.COM

NEWS FROM THE CENTER OF THE PLATE

FREE NEWSLETTER

Foodmarket.com's FREE daily newsletter

Make the most of your busy day while staying fully informed of the food industry's most timely, relevant developments and market updates with stories presented in a clear, concise manner.

MONTHLY SUBSCRIPTION REPORTS

Weekly Insider's Reports

First with all the facts you need: supply, production, and storage figures as well as other pertinent market data help to guide you through current industry conditions and construct a template for future planning. Reports include: Poultry Report, Turkey Letter, Red Meat Report, Dairy and Egg Letter

National Weekly Hatch Report

Estimate future turkey supplies by reviewing egg sets and poult placements projected out to anticipated slaughter dates.

National Feature Activity

Monitor weekly retail ads and their influence in the marketplace for all center of the plate proteins.

Monthly Subscription Rates

1 User \$16	2 to 5 Users \$25	6 to 20 Users \$42	21 to 50 Users \$80
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ONLINE SERVICES

OBSONO'S **MARKET INSIGHT** FOR THE MEAT AND POULTRY INDUSTRY



Combining the resources and experience of both Urner Barry and CattleFax, OBSONO's *Market Insight for the Meat and Poultry Industry* provides concise information and forecasts needed to formulate a winning market strategy. Buyers and sellers with exposure to the red meat and poultry markets will find that this Report is an indispensable tool delivering the information, education and insights necessary to identify and capitalize on market opportunities and recognize developing trends. Features include biweekly forecasting reports, quarterly Executive Reports and live webinars.

OBSONO
L.L.C.



CattleFax

Monthly Subscription Rates

OBSONO'S *Market Insight for the Meat and Poultry Industry*
\$211

Add OBSONO'S *Market Insight for the Meat and Poultry Industry*
to your existing COMTELL service for an additional
\$107

PUBLICATIONS

URNER BARRY'S **MARKET PRICE REPORTS** DELIVERED VIA FAX OR E-MAIL

- Updated price quotes to utilize when negotiating trades
- Helpful commentary detailing current market standings
- Market reporters available to answer questions

Subscription Rates

Price-Current

(Monthly)

EGGS

Daily fax \$200

Daily e-mail \$158

POULTRY

Daily fax \$154

Daily e-mail \$158

Yellow Sheet

(Monthly)

Available reports:

BEEF, PORK, or BY-PRODUCTS

Daily fax \$101

Daily e-mail \$90

Seafood Price-Current

(Monthly)

Tuesday and Thursday fax

\$84

Tuesday and Thursday e-mail

\$63

West Coast Egg Market

(Monthly)

Tuesday and Thursday e-mail

\$198

European Egg Market

(Monthly)

Friday e-mail

\$84

HRI Buyers' Guide

(Yearly)

Weekly fax or e-mail

\$306

Monthly Price Review

Plus Annual Price Review

(Yearly)

Monthly fax or e-mail

\$179

WHO'S WHO IN THE FISH INDUSTRY USA & CANADA

and

URNER BARRY'S MEAT AND POULTRY DIRECTORY

Don't be held back by a limited network of customers or suppliers. Uncover potential opportunities by discovering new contacts throughout the Meat, Poultry, and Seafood industries with Urner Barry's business directories.

MAIN LISTINGS INCLUDE:

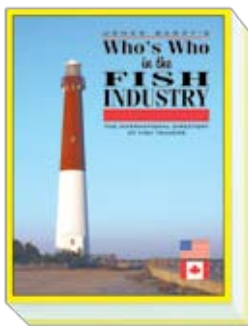
- Address
- Telephone number
- Fax number
- E-mail address
- Web sites
- Key personnel
- Brand names handled & owned
- Parent companies & divisions
- Company function
- Products handled
- Product origin
- Product form
- Location function
- Sales territory
- Annual sales volume
- Year established
- Specialty products
- USDA & USDC inspection numbers

Who's Who in the Fish Industry - USA & Canada

\$99 Over 5,500 Listings

Urner Barry's Meat and Poultry Directory

\$199 Over 11,000 Listings



PROSPECTOR ONLINE

16,000 VERIFIED LISTINGS

Take your search for new prospects to the next level with the advanced capabilities of Prospector Online.

Gain access to all 16,000 verified listings with just the click of a button. Save valuable time and resources with highly specific searches, and create marketing and mailing lists with ease.



Yearly Subscription Rates

1 User
\$399

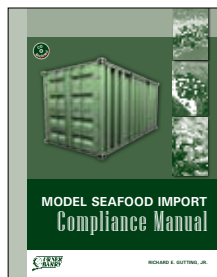
2 to 20 Users
\$499

BOOKS

Model Seafood Import Compliance Manual \$79

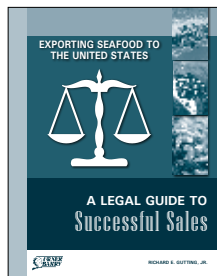
(CD-ROM Included)

This *Model Compliance Manual* outlines a step-by-step system for seafood importing using checklists, supplier reviews and agreements, and product specifications and descriptions. It is intended to guide you in drafting a manual specifically designed for your products and operations. 124 pages.



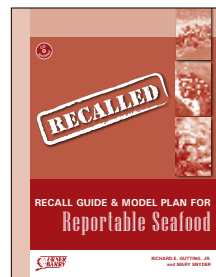
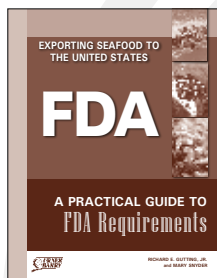
Exporting Seafood to the United States: A Legal Guide to Successful Sales \$79

This is a basic guide that walks exporters through the process of researching and selling products in the U.S. market, including explanations on how to negotiate sales agreements, prepare required trade documentation, pack, label and ship products, and get paid. 148 pages.



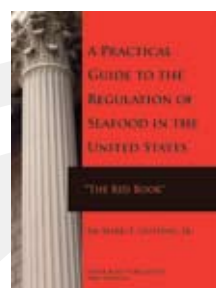
Exporting Seafood to the United States: A Practical Guide to FDA Regulations \$79

This guide discusses how exporters can plan for, manage, and respond to FDA inspections of their facility or individual export shipments. It also explains what they should do when their products are detained under an Import Alert. 132 pages.



Recall Guide and Model Plan for Reportable Seafood \$99 (CD-ROM Included)

This manual is a template that importers, processors and distributors can use as a starting point in preparing a contingency plan for conducting food recalls. An effective manual will include step-by-step procedures, clearly assign responsibilities, and provide for periodic reviews, testing and adjustments. 56 pages.



A Practical Guide to the Regulation of Seafood in the United States \$150

“The Red Book” is the first comprehensive regulatory guide for the buyers and sellers of seafood in the U.S.—providing a concise summary of the federal requirements governing seafood safety and inspection, labeling, permits, recordkeeping, customs and international trade, advertising, business practices and fishery trade restrictions. 559 pages.



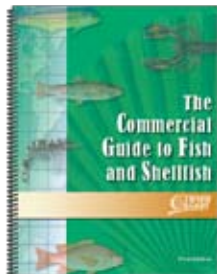
The Seafood List \$19

The Seafood List is a compilation of existing acceptable market names for imported and domestically available seafood. The list was developed by the FDA, in cooperation with the NMFS. Its purpose is to promote uniformity in the use of FDA acceptable market names by the fish industry, and to provide consistent advice on these names. The list represents an extensive, although not necessarily complete, listing of seafood commonly sold in the United States. 86 pages.

BOOKS

The Commercial Guide to Fish and Shellfish \$79

An essential reference for the industry professional, *The Commercial Guide to Fish and Shellfish* acts as a lexicon for over 100 different species of fish and shellfish that are highly significant to the industry. Complete with detailed descriptions specific to the species, each entry provides the user with all the vital information necessary to purchase, sell and consume both imported and domestically available seafood. 186 pages.



The Meat Buyer's Guide \$70

This manual by the North American Meat Processors Association is considered the most complete meat identification reference ever published for the foodservice industry. Includes Institutional Meat Purchase Specifications (IMPS), 300 illustrated cuts, buying and ordering procedures, nutrition data, food safety and USDA grading standards. 298 pages.



Meat Evaluation Handbook \$90

The primary text for training meat science professionals in fresh meat evaluation. Now in a completely revised and expanded edition, the Handbook is the industry standard guide for fresh meat grading and selection. 161 pages.



Annual Report on the United States Seafood Industry \$55

The only annual reference that tracks the key trends affecting U.S. seafood supply and demand. Over 100 tables, charts and graphs providing clear, concise data on the state of the industry, key species, availability and consumer attitudes and purchasing patterns. The most up-to-date industry information available, including proprietary reports and previously unpublished research. Information is displayed in easy-to-understand charts and graphs plus a comprehensive appendix with full data tables. 101 pages.

Field Guides \$16

Urner Barry is proud to offer illustrated field guides which give readers an in-depth and comprehensive look into a variety of topics. Titles include Seafood, Produce, Herbs & Spices, Tools, Cocktails, Stains, Dreams, and Gestures, each book conveniently puts a particular world of knowledge in the palm of your hand. Featuring detailed descriptions, selection tips, and full-color photographs for easy identification, the Field Guides prove themselves a complete reference no one should be without.



New Legal Sea Foods Cookbook \$26

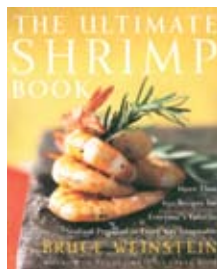
Legal Sea Foods restaurant built its reputation on serving only the freshest fish. Featuring the innovative recipes that have been added to Legal's menu during the past fifteen years, *The New Legal Sea Foods Cookbook* covers not only the traditional gold standards, but also contemporary dishes. Much more than a cookbook, this is the ultimate sourcebook from America's seafood specialists. 310 pages.



BOOKS

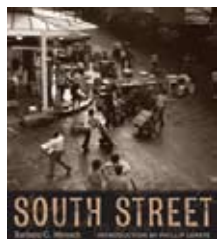
The Ultimate Shrimp Book \$17

Savor the flavor of America's favorite seafood in *The Ultimate Shrimp Book*. Dive into this collection of more than 650 shrimp recipes. Whether you love shrimp fried, steamed, baked, broiled, or grilled, in mole sauce, cream sauce, cocktail sauce, peanut sauce, or garlic sauce, crispy, crunchy, tender, hot, or cold, you're about to fall in love with shrimp all over again. 248 pages.



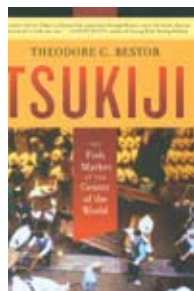
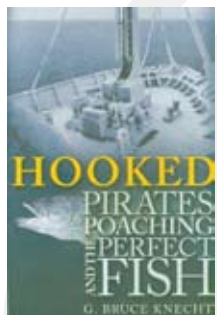
South Street \$30

Barbara G. Mensch's evocative tribute to the lost world of Lower Manhattan's Fulton Fish Market. For more than a century, a colorful, tightly knit community of fishmongers, many of them recent immigrants and children of immigrants, thrived under the base of the Brooklyn Bridge. Resistant to government regulations and corporate encroachment, these men lived in a closed, internally policed world that was deeply hostile to outsiders. 182 pages.



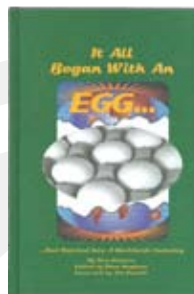
Hooked: Pirates, Poaching, and the Perfect Fish \$25

Hooked is a story about the poaching of the Patagonian toothfish (known to gourmands as Chilean Sea Bass) and is built around the pursuit of the illegal fishing vessel Viarsa by an Australian patrol boat, Southern Supporter, in one of the longest pursuits in maritime history. 328 pages.



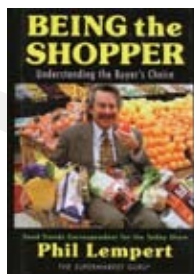
Tsukiji: The Fish Market at the Center of the World \$26

Located only blocks from Tokyo's glittering Ginza, Tsukiji—the world's largest marketplace for seafood—is a prominent landmark, well known but little understood by most Tokyoites. Theodore C. Bestor explains the complex social institutions that organize Tsukiji's auctions and the supply lines leading to and from them and illuminates trends of Japan's economic growth, changes in distribution and consumption, and the increasing globalization of the seafood trade. 439 pages.



It All Began with an Egg \$26

The only book about the leaders of the egg and egg products industry. Written by longtime eggman Ken Klippen, edited by Dean Hughson, and with a foreword by Arthur Papetti, this 138-page hard cover book is a compilation of egg industry biographies from 54 industry leaders all over the world. 138 pages.



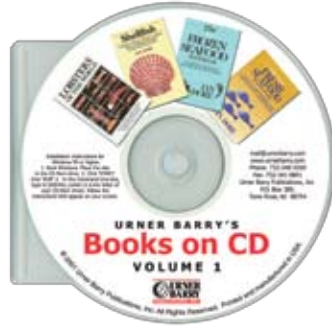
Being the Shopper: Understanding the Buyer's Choice \$28

Being the Shopper reveals the subtle and important things that motivate consumers to buy. Lempert trails consumers as they shop, examining every detail of the retail experience, with a focus on effective ways to manipulate the customer's visceral, emotional, and intellectual reaction to a product. 245 pages.

Urner Barry Books on CD, Volume 1 \$99

Four popular titles on one convenient CD:

- An Illustrated Guide to Lobsters of the World
- Shellfish – A Guide to Oysters, Mussels, Scallops, Clams and Similar Product for the Commercial User
- The Frozen Seafood Handbook
- The Fresh Seafood Buyers Guide – A Manual for Distributors, Restaurants and Retailers.



Urner Barry Books on CD, Volume 2 \$79

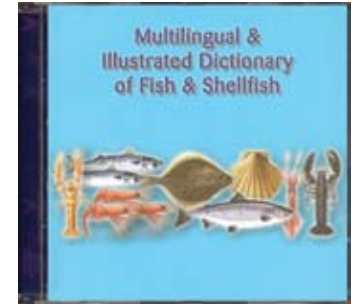
Two classic guides packaged on one handy CD:

- An Illustrated Guide to Shrimp of the World
- An Illustrated Guide to Lobsters of the World



An Illustrated Dictionary of Fish and Shellfish \$129

This CD-ROM features beautiful color illustrations of more than 900 species. Weight and size, geographical maps, fishing methods and common food preparations are all included. This newly updated version also includes world maps indicating EU and FAO fishing areas. Species' names are now listed in up to 22 different languages.



The New European Fishing Handbook - Directory of the European Fish Trade, 5th Edition \$129

This multilingual CD-ROM is the most extensive European directory in the world. Easy to install, and very user-friendly, it includes data on over 11,000 Eastern and Western European fishing companies. A unique profiling section allows your company logo to be listed with a link to your homepage.



WALLCHARTS

\$19 each

These full color wall charts include scientific names of species, common names in many languages, size data, and valuable identification guides. They are printed on heavy, laminated art paper for durable, wipe-clean protection.

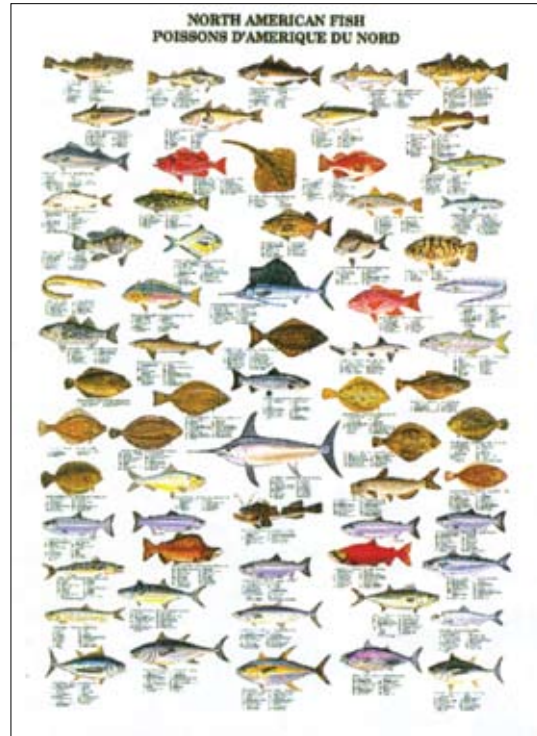
- 27" x 39"
- Informative, decorative
- Needs no framing
- Excellent, inexpensive gift
- Can be customized with your logo

Save money with a PACKAGE DEAL!

- ◆ The Popular Package A, AA, I, L
- ◆ The Latin America Package G, I, JJ, M
- ◆ The Asia Package EE, I, L, M
- ◆ The Retail Package A, AA, FF, L

Priced individually at \$19 each, all packages are reduced to \$60.

You Save \$16!



- Items pictured (left to right):
- North America Fish (Type A)
 - Shrimp (Type I)



Visit our Web site to see the complete collection
<http://shop.urnerbarry.com>

- North America Fish Type A ◆◆
- Salmon and Trout Type AA ◆◆
- Freshwater Fish Type B
- Tropical Aquaculture Type BB
- Sea Fish Type C
- Temperate Aquaculture Type CC
- Shellfish Type D
- Indo-Pacific Tropical Fish Type DD
- Indo-Pacific-Temperate Fish Type EE ◆◆
- Fish & Shellfish Type FF ◆
- S. American Fish & Shellfish Type G ◆◆
- Seashells Type GG
- Mediterranean Fish Type H
- Shrimp Type I ◆◆◆
- Fish of the Southern Seas Type J
- Octopus Type JJ ◆
- Game Fish Type K
- Arctic Fish & Shellfish Type KK
- Crabs and Lobsters Type L ◆◆◆
- Tunas and Mackerels Type M ◆◆◆
- Fish of the Arabian Gulf Type N
- Sharks Type O
- Whales and Dolphins Type P
- ◆ Included in the Popular Package
- ◆ Included in the Latin America Package
- ◆ Included in the Asia Package
- ◆ Included in the Retail Package

MINI WALL CHARTS

\$7 each

- Based on the European Union/FAO new division of the oceans of the world
- 16¼" x 23" inches
- 9 to choose from



Items pictured here (top to bottom):

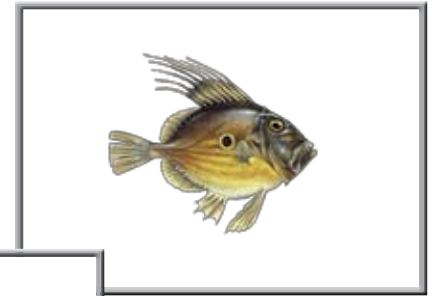
- European Inland Waters Fish
- North-West Atlantic Fish

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Web site for
complete selection
<http://shop.urnerbarry.com>

LITHOGRAPHS

\$12 each

- Classic 12" x 8½" prints
- Over 30 to choose from
- Perfect for framing
- Great for home or office



Items pictured here (top to bottom):

- Zeus faber / John Dory
- Coryphaena hippurus / Mahi mahi
- Penaeus monodon / Giant tiger shrimp

visit our Web site for
complete selection
<http://shop.urnerbarry.com>

EVENTS AND WORKSHOPS

URNER BARRY'S **EXECUTIVE CONFERENCE**

Hosted annually for invited executives in the poultry, egg, red meat and seafood industries, this conference provides an unsurpassed networking experience and educational sessions focusing on professional development. Topics are generally organized around a marketing theme of industry importance in the form of discussion panels.

In addition, a wide variety of personalities have spoken at past conferences. They include Michael Steele, Chairman of the Republican National Committee; Mike Huckabee, 2008 Republican presidential candidate; Joel Johnson, Chairman of the Board, Hormel Foods; and John W. Chidsey, President of Burger King Corp., North America.

OBSONO'S **MARKET INSIGHT WORKSHOPS**

Boasting some of the most experienced and qualified analytical minds in the industry, these workshops are designed to provide specific information on current market conditions, as well as researched and educated forecasts. Seminars are held in conjunction with popular Urner Barry events such as Night at the Races and Urner Barry's Executive Conference; and can also be arranged specifically for your business and tailored to your needs.

These workshops offer a convenient opportunity to gain a better understanding of the marketplace and valuable insight as to where those markets are going so you can make better and more profitable decisions.

URNER BARRY PRESENTS **NIGHT AT THE RACES**

Founded in 1982 by members of the West Washington Market Men's Club, the annual Night at the Races remains the largest gathering of meat and poultry industry professionals in the northeast. Held each year at an area racetrack, it's a wonderful evening of entertainment and dining with food industry colleagues and friends.

SEAFOOD IMPORT **WORKSHOP SERIES**

Designed specifically for those engaged in the international trade of seafood, this workshop helps the busy executive deal with increasing demands from buyers and regulatory agencies.

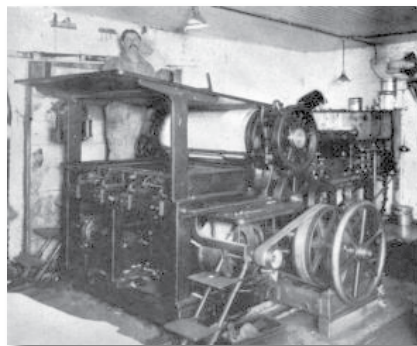
This workshop, conducted by Richard Gutting, Jr. and Mary Snyder, two well-known experts on importing seafood with first-hand working knowledge of agency requirements and compliance policies, introduces a new step-by-step system including use of product specifications, classifications and databases, supplier agreements and audits, and entry checklists. Examples are used to demonstrate how you can incorporate these components into an operations compliance manual specifically designed for your company operations.

Attendees receive texts, speaker presentations and lunch. The event is held throughout the year in cities across the country.



URNERBARRY

Urner Barry is the oldest commodity market news reporting service in America. Roots of the company date back to 1858 when one of the founders, Benjamin Urner, published the first issue of the *Producers' Price Current*. For more than 150 years, Urner Barry has maintained its leadership position in the field. The company has never strayed from its original goal of reporting timely, unbiased price quotations and market conditions for the poultry, egg, meat and seafood industries.



A linotype machine in the Urner-Barry printshop circa 1910.

In 1857, Benjamin Urner was a successful printer in New York City. Among his customers were commission merchants who prepared separate circulars describing the condition of various consigned agricultural goods. Mr. Urner noted discrepancies in the circulars that he was printing. He realized how difficult it must be for shippers to assimilate market appraisals which were often in variance with each other. This led him to the idea of publishing a single, objective market report. In later years, the name of the publication was changed to *Urner Barry's Price-Current*.

From 1858 to 1876, the *Producers' Price Current* was published by Benjamin Urner. In 1876, Benjamin, his son Frank, and William C. Taber, formed the Urner Publishing Company. *The Producers' Price Current* was established as a daily. Meanwhile, in 1873 L. Frank Barry started the *New York Daily Market Report*. It covered all produce markets and actually became the first such daily in the country.

For several years, Urner Publishing Company and L. Frank Barry and Sons successfully coexisted as separate publishing firms. However, keeping up with the demand for service in a rapidly-expanding nation became increasingly more challenging. Recognizing areas of mutual interest, the two publishers merged in 1895 to form the Urner-Barry Company. Primary ownership of the company rested with the Urner, Barry and Taber families until the 1960s.

In 1976, the headquarters was moved to its present location in Bayville, New Jersey

By then it was known as Urner Barry Publications, Inc. The headquarters was moved from New York City to Jersey City. Paul B. Brown, Sr., John M. Carter, and Michael E. (Bud) O'Shaughnessy joined with Frank Urner as principals of the firm. In the middle 1970s, Frank Urner retired. John M. Carter elected to retire in 1986.



"The Producers' Price Current" 1862.

In 1976, the headquarters was moved to its present location in Bayville, New Jersey in the heart of the scenic shore area of Ocean County. Current Principals of the company are Paul Brown Jr., Richard Brown and Mike O'Shaughnessy.

In 1992, the company saw an opportunity to utilize Urner Barry's expertise to expand its market reporting base. *National Provisioners' Yellow Sheet* was acquired in October, broadening Urner Barry's reporting realm into the beef, pork, lamb, veal, and inedible markets.

Building on its leadership position in the field, management has increased the number of publications and services available to the food industry. The company now offers a complete line of instant news services, newsletters, directories and reference books and subscriptions which highlight all aspects of the poultry, egg, seafood and red meat industries. In 2006 Urner Barry launched the premier issue of its quarterly newsmagazine, *Urner Barry's Reporter*. It has quickly gained widespread recognition as a meaningful source of food industry information. In addition, Urner Barry offers wall charts, seafood import data, research and consultation, and "Urner Barry's Prospector," a sales management software package incorporating the company's trade directories. Urner Barry is a pioneer in electronic news delivery and its subscribers continue to benefit from the most progressive market news quotes and research tools, COMTELL®, Foodmarket.com, and Seafoodnews.com.



"Urner Barry's Reporter," the newsmagazine for the food industry professional.

COMPANY MISSION

Urner Barry is a business publisher specializing in the timely, accurate, and unbiased reporting of market news to clients in the poultry, egg, meat, seafood, and related segments of the food industry, through a variety of print and non-print media.





SHOP ONLINE

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MAILING ADDRESS

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