



Robert E. Rich, Jr.
Chairman, Rich Products Corporation
Co-Chairman, Rich Products of Canada, Ltd
President and CEO, Bison Baseball Inc., Wichita
Baseball, Inc., and Jamestown Baseball, Inc.



As chairman of Rich Products Corporation, Robert E. Rich, Jr. has led the company to more than \$2.4 billion in worldwide sales revenue. Rich continues to build the business in new markets with cutting edge management practices, high business ethics, and customer service standards which have earned him distinction as one of the nation's most dynamic business leaders.

Rich's dynamic leadership was recognized with his appointment as chairman of the US –based Grocery Manufacturers Association in 1999, and his prestigious selection as a National Restaurant Association "Diplomat" in May 2000.

Other noteworthy distinctions include his 1996 induction into the Frozen Food Industry Hall of Fame, making his father, Robert E. Rich, and him the first father and son team to be so honored; that same year, *Refrigerated and Frozen Foods Magazine's* selected Rich as its "Executive of the Year." Rich is a member of the Prepared Food Hall of Fame and the Students in Free Enterprise (SIFE) Hall of Fame; the Buffalo Baseball Hall of Fame, the Buffalo Sabres Hall of Fame and the Greater Buffalo Sports Hall of Fame; and on a personal note, his 1999 induction as only the second angler ever to be inducted into the "South Florida Fishing Hall of Fame."

In addition to his Rich Products' leadership role, Rich has played an important role in professional baseball in Buffalo dating back to 1983, when he purchased the then-struggling Double-A franchise in order to keep professional baseball in the Queen City.

In 1984, Rich realized another major goal when he purchased the Triple-A Wichita Aeros and moved the American Association franchise to Buffalo, at the same time founding the Double-A Wichita Wranglers.

And in 1988, Rich cut the ribbon on Buffalo's new downtown ballpark, celebrating the fulfillment of a dream to build a new home for the Bisons and setting the franchise on a course that has since included two league championships and annual minor league attendance supremacy.

Rich serves as president and CEO of Bison Baseball Inc., Wichita Baseball, Inc., and Jamestown Baseball, Inc. He is also the commissioner of the National Baseball Congress.

Rich History

Rich's path to his current success – in business, sports and community begins at The Nichols School in Buffalo, NY where he was a football quarterback and one of the finest goaltenders in the school's illustrious hockey history.

After Nichols, Rich continued to show his prowess at Williams College, where he earned a Bachelor of Arts degree in 1963, while serving as co-captain of the William's hockey team during his senior year.

After graduation from Williams, he returned to Buffalo and broke into professional hockey as a back-up goalie for the Buffalo Bisons of the American Hockey League, an experience that led him to tryout for the 1964 Olympic team.

After active duty with the Army National Guard, Rich joined Rich Products in 1964 and received a complete introduction to the company in the role of president of Rich Products of Canada, a start-up subsidiary of the parent company. He next returned to school to earn his MBA with honors from the prestigious University of Rochester Simon School of Business in 1969 and then returned to Rich Products full-time as vice president of Sales and Marketing, a new department for the company that he started and staffed.

Rich assumed the positions held by his father and mentor, Robert E. Rich, when he was named president of Rich's in 1978, and later chairman of the company in 2006.

Awards

Throughout his distinguished career, Rich has received many awards for his business, community and professional sports endeavors.

In May 2000, Rich was inducted into the prestigious National Restaurant Association Educational Foundation College of Diplomats, joining a select group of industry leaders who exemplify the industry's finest.

In addition, Rich has received the Buffalo News' Citizen of the Year Award in 1983, and in 1984 was named the Buffalo/Niagara Frontier Sales and Marketing Executive of the Year, sharing the distinction with his father, who also received the honor.

And only two years after arriving on the Triple-A baseball scene, Rich was named the 1986 American Association Executive of the Year, followed by the 1988 Sporting News Triple-A Executive of the Year Award.

Rich is also a recipient of the Peter Medaille Medal and four honorary doctorates from St. Bonaventure University, Niagara University, D'Youville College, and Johnson and Wales University. In addition, he received the Distinguished Alumni Award from the University of Rochester.

Leadership

Today, Rich is active on several corporate boards and organizations including The Cleveland Clinic Foundation, Extra Mile Transportation, Inc., and The International Game Fish Association.

Rich is a member of the Cystic Fibrosis Foundation Leadership Council and the United States Squash Association. He is a spokesman for Meals on Wheels and a life member of the Distinguished Order of Zerocrats.

Rich is also a past chairman of the Uniform Code Council as well as the National Frozen Food Association, one of the youngest ever to head this leadership group of over 1,600 distributors, brokers and manufacturers.

Rich Products Corporation

Rich Products Corporation is the founder of the non-dairy segment of the frozen food industry and a leading supplier and solutions provider to the foodservice, in-store bakery, retail and industrial marketplaces. Rich's posts annual sales exceeding \$2.64 billion, employs more than 7,500 people worldwide, and sells a variety of products to 73 countries. Product categories include: Toppings, Icings, Fillings and Finishers; Appetizers; Cakes and Desserts; Shrimp and Seafood; Breads and Rolls; Bar-B-Q; Sweet Goods; Beverages; Pizza Products; and Italian Specialties.

For more than "60 Delicious Years" Rich's has been defined by innovative breakthroughs and an unparalleled commitment to treating its customers, associates, and communities the same way: Like Family. For more information, visit www.rich.com.