



Beatrice Companies, Inc.
Post Office Box 7724
Phoenix, Arizona 85011-7724
602 225 2000
www.beatriceco.com

Monday, October 27th, 2014

Beatrice to Sell Bell System Memorial Assets

PHOENIX - Beatrice Companies, Inc. today announced that our Technologies subsidiary will divest ownership of all assets relating to our company owned physical and virtual assets relating to "The Bell System Memorial" historical web site, and physical equipment relating to Western Electric. The Bell System Memorial is part of The Porticus Centre, and is one of the highest visited research web sites around, and has been featured on USA Today as one of the top sites of 2003. The Bell System Memorial has grown from a few thousand unique visitors, to hundreds of thousands to one million monthly.

Partial listing of assets to be sold:

- Phone switching equipment
- Phones
- Bell System Practices (BSP) manuals
- Manuals
- Books
- Tools
- bellsystemmemorial.com, bellsystemmemorial.org, and gtememorial.com web sites and full digital records.

Interested parties can go to:

www.beatriceco.com/bti/porticus/tpc_divest.htm to inquire on full inventory of the business assets that are part of the asset divestiture, and the contact information. We are open to serious individuals or businesses that would like to acquire The Bell System Memorial and its 100 years of history, or even the entire Porticus Centre, if there was interest.

"The Porticus Centre, and Bell System Memorial in particular has been a jewel in our proverbial company crown for many years, and it has been enjoyable to watch this business grow, and share in the rich historical research with businesses, universities, researchers, and individuals, but we feel that it is time to let this business pass to new owners. DeWitt Hoopes President, CEO & CTO of Beatrice Companies, Inc. said.

(MORE)

Mr. Hoopes went on to say that, "As has been occurring with other technology businesses in the last few months, such as IBM selling their X86 Intel business to Lenovo; HP splitting into two companies; and Symantec splitting into two. Beatrice is no exception, and our goal is to ensure that our business stays relevant with the times, and stay focused with our high value technology offerings from IBM and Lenovo. In particular, Beatrice intends to focus on IBM Power Systems and Storage for Enterprise and the Public Services Sector, and our team intends to push hard in that arena. The Porticus Centre and Bell System Memorial will be missed, and the rich history, research and knowledge that was built up through The Bell System is something that all should be proud of, and will forever be remembered as the cornerstone of the early technology age. Any business that acquires The Porticus Centre will be getting a business that is second to none, and can only expand into new horizons."

About Beatrice

Beatrice Companies, Inc. (www.beatriceco.com) manufactures and distributes high quality food and beverage products for the wholesale and retail markets, through our business units; Beatrice Foods Co., Beatrice Distribution, Inc., Beatrice International, Inc., and Beatrice Mercantile Exchange, Inc. Beatrice also has two non-food subsidiaries, Beatrice Consumer Products, Inc., and Beatrice Technologies, Inc.