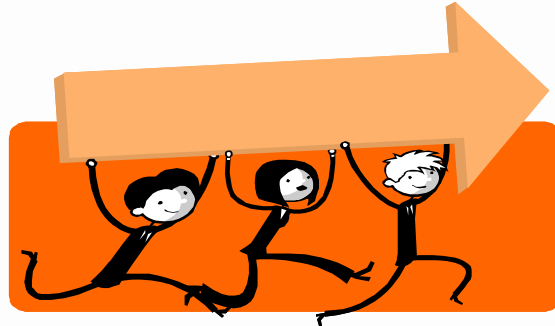


## **RED HEAD DIVISION ORGANIZATIONAL ANNOUNCEMENT**



### **LRP Goal #4: Acquire, develop and retain Best People**

We are very pleased to announce **Dave Steiner** will be joining Red Head as National Sales Manager, effective February 25<sup>th</sup>. Dave will be responsible for the entire Red Head sales team and his direct reports will include Dave Luhmann, East Regional Sales Manager, and, Ellen Baum, Manager, National Accounts. Dave will report directly to me.

Dave has held positions with increasing levels of responsibility in a variety of sales, national account and sales management roles. Dave has 18 years of experience in the construction industry, and, 17 years of experience with concrete anchoring products and tools. Dave's most recent position was Division Sales Manager for Hilti North America. Other positions include, Director, Strategic Accounts, Regional Sales Manager, National Account Manager and Construction Sales Representative.

Dave will help us align to our vision of Concrete Anchoring Specialist and help us implement our Trade Focus selling process to create demand for our distributor partners.

Please join me in welcoming Dave to the Red Head team.

Mike O'Reilly  
General Manager

February 22, 2008