

FOR IMMEDIATE RELEASE:

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Potter Names Dave Kosciuk as New V.P. of Sales for Fire and Security

St. Louis, MO, 07/08 — Potter Electric Signal Company, LLC announced that Dave Kosciuk has been named Vice President of Sales for the Fire and Security Division. Kosciuk brings over 17 years of industry experience to Potter and will be responsible for all Potter's domestic sales efforts for the Fire and Security marketplace. "We are extremely fortunate to have Dave as part of the Potter Family," says Hugh Blair, V.P. of Potter's Fire and Security Division. "Dave brings with him a wealth of knowledge and experience in the fire and security marketplace. Dave has become one of our industry's most respected individuals with a unique ability to position himself and his teams on top of the market. With his knowledge and hands-on approach to our market he will without doubt play a pivotal role in Potter's future development," says Blair.

Kosciuk was the V.P. of Sales for his previous employer. He was responsible for key initiatives for the sales and marketing of products and programs in the Security Equipment Distribution channel as well as the Engineering Systems Distribution channel. Kosciuk has over 17 years of sales experience within the Fire and Security industry.

Kosciuk will continue Potter's success in providing customers with a complete line of fire panels and peripheral devices. Kosciuk's addition to the company provides Potter with more sales focus and marketplace knowledge.

Additional information can be obtained by contacting Potter Electric Signal Company by phone at 866-240-1870, via email at sales@pottersignal.com or at www.pottersignal.com

Potter Electric Signal Company, LLC, a 110 year-old company, produces fire sprinkler monitoring systems, electronic fire systems, and vault and safe security systems. Since 2004, Potter has also been producing all AMSECO branded products including magnetic contacts, door announcers/people counters, hold-up buttons, mass notification appliances, and transformers.

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