

FOR IMMEDIATE RELEASE:

Contact:

Potter Electric Signal Company

Phone: 866-240-1870

Fax: 800-768-8377

sales@pottersignal.com

www.pottersignal.com

Potter Names Jeff Hendrickson as Director of Product Management for Fire and Security

St. Louis, MO, 09/08 — Potter Electric Signal Company, LLC announced that Jeff Hendrickson has been named Director of Product Management for the Fire and Security Division. Hendrickson brings over 22 years of industry experience to Potter and will be responsible for all Potter's Engineering and Product Development for the Fire and Security Division. "Jeff is a huge asset to Potter Electric," says Hugh Blair, V.P. of Potter's Fire and Security Division. "Jeff brings with him the experience and knowledge to further develop Potter's product line to that of an industry leader. With his thorough understanding of our market and its products he will be pivotal in Potter's future development." says Blair.

Hendrickson was the Director of Marketing for his previous employer. He was responsible for key projects in his dual role of both product management as well as marketing. Hendrickson has over 22 years of experience within the Fire and Security industry and is a NICET level 11 certified tech as well as Six Sigma and is active with Voice of the Customer.

Hendrickson will continue Potter's achievements in providing customers with a complete line of fire panels and peripheral devices. Hendrickson's addition to the company provides Potter with more new product 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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