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PRESS RELEASE

For Immediate Release

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Minimizer Adds 2 North American Regional Managers with Industry Experience

(Blooming Prairie MN - February 2018) - Minimizer is pleased to announce the addition of Brian Purcell and Mitch Hollifield as the company's new North American Regional Sales Managers.

Purcell will oversee the North American Western based sales team and Hollifield the North American Eastern based sales team. "In their new roles, Brian and Mitch will oversee a total of 12 territory managers in their respective regions with responsibility for daily tactical sales goals as well as our strategic growth plans," says Craig Kruckeberg, CEO and Chief Visionary.

Purcell comes to Minimizer with an extensive background in the heavy duty parts industry, including experience working with most of our current distributor networks. Prior to joining Minimizer, Purcell worked for a national chemical company handling aftermarket groups including Fleet Pride, HDA Truck Pride, VIPAR, Power Heavy duty, Aurora, CNH, John Deere, Caterpillar, MSC, Grainger and Fastenal.

"I'm really looking forward to working with this impressive team and helping them and the company to surpass our aggressive growth plans in 2018 and beyond. Minimizer is an exciting, fast-paced, growth-oriented company," said Purcell.

Mitch Hollifield also comes to Minimizer with years of industry knowledge and has managed both direct sales and distributor sales forces. In his most recent role he supervised managers, call centers, and customer service.

"I am very thankful for the opportunity to leverage my skill sets to help build strong relationships with our distributors and our sales team," Hollifield stated.

These new North American Regional Managers will report to Greg Renberg, Minimizer's Senior Director of Sales. "Our growth at Minimizer has been so strong



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we're very pleased to have such seasoned managers come aboard to help with our continued growth plans," said Renberg.

For more information on Minimizer, go to www.minimizer.com.

About Minimizer

Leveraging more than 30 years of manufacturing expertise at its state-of-the-art manufacturing facility in Blooming Prairie, Minnesota, Minimizer is not just the leader in poly semi-truck fenders: *We invented the category.* Minimizer poly fenders and integrated bracket kits are nearly indestructible and are guaranteed for life.

Our research and development team constantly "tests and tortures" each of our products to make sure what goes *on, in or is used to fix the truck* meets the rigors of our tough industry.

We also manufacture industry-leading light kits, mud flaps, tool boxes, tire masks, work benches and other accessories. Our most recent innovations include the ONLY Custom Molded Floor Mats in the world for semi-trucks, the revolutionary 'whole body' Minimizer Truck Seat System, and the recently released Long Haul Series Mattress.

Minimizer has been family owned and operated for three generations. The company manufactures its products in the USA and makes everything tough enough to please tough people in a tough industry.

For more information, or to [contact a Minimizer distributor](#), call us at (800) 248-3855 or visit our website or email us at info@minimizer.com.