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NEWS RELEASE

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PYRAMEX® ANNOUNCES TWO NEW SALES PARTNERSHIPS

Outdoor Marketing Group and Jeff Robles & Associates Selected to Strengthen National Reach and Retail Sales for Growing Eye and Hearing Protection Brand

Personal protective equipment manufacturer Pyramex® Safety is proud to announce its new sales partnerships with Outdoor Marketing Group and Jeff Robles & Associates to support the company's growing retail business. Both agencies offer seasoned professionals with proven success in the sporting goods, farm & ranch and work wear industries, as well as their respective regions. Part of Pyramex's new sales team, both agencies will work to strengthen national reach for the growing brand as well as continue to provide excellent service to its current retail customers.

"Partnering with these two agencies allows us to continue to provide excellent service for our retail customers throughout the southeastern and western states. Our focus has always been on building relationships and both of the agencies have built their reputation on strong customer service and strong relationships. Our shared values and shared work ethic made it an easy decision to partner with Outdoor Marketing Group and Jeff Robles & Associates." Andy Eschbach, Director of Retail Sales, Pyramex Safety Products.

Outdoor Marketing Group is at the forefront of providing the services needed to help grow healthy, well run companies at a faster rate than their competition. Outdoor Marketing Group will be representing Pyramex in Mississippi, Alabama, Georgia, Florida, South Carolina, North Carolina, Virginia, Kentucky and Tennessee.

"Partnering with Pyramex was an easy decision for us for several reasons. The most important of which is their company values, they parallel our values at Outdoor Marketing Group. Pyramex is an aggressive, well-respected company in a space that we have spent years developing relationships. Their breadth of products and future products allows us the opportunity to continue to strengthen our presence in multiple channels within and outside of our current portfolio. We are excited to see this partnership flourish as we all work together to make Pyramex a household name in our industry," said Eric Johnston, Director of Sales for Outdoor Marketing Group.

Jeff Robles & Associates is well known for their aggressive sales ability, impressive strategic planning capabilities and their mission to be the most efficient and effective sales agency within their territory. The agency will be responsible for servicing Alaska, Hawaii, Washington, Oregon, California, Arizona, Nevada, Utah, Idaho, Montana, Wyoming, Colorado, Nebraska, New Mexico, Texas, Oklahoma, Louisiana and Arkansas.

"Our main goal for our factory partners is always that we do the sort of complete job in managing our territory that leads to increased sales. Aligning our efforts towards our shared success is easy when both companies have a customer focus based on excellent service and personal integrity. At Jeff Robles and Associates, working with a company like Pyramex, who is family-oriented and principled, makes that easier. We're excited for what the future will hold for our partnership," said Jeff Robles, President of Jeff Robles and Associates

Pyramex Safety delivers high quality safety products through its innovative and stylish product lines. The company designs and manufactures a variety of personal protective equipment from eye, head, hand, welding, cooling and hearing protection to Hi-Vis work wear, respirators and ergonomic gear. Founded in 1991, the company has more than 2,000 distributors in over 60 countries and is committed to investing countless hours to research, design and testing to ensure Pyramex products meet the highest industry safety standards. To learn more about Pyramex Safety, go to www.pyramexsafety.com.

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