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For Immediate Release

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**Roland Zerr Named International Sales Director  
New Position Drives Protex International Corp. Sales in European Market**

Bohemia, NY -- Roland Zerr has joined Protex International Corp. as International Sales Director. Mr. Zerr formerly served as Managing Director for Unisto Ltd – manufacturer of security seals and brand profiling - where he was instrumental in turning around the shrinking sales, introduced new products, reduced costs, reorganized loss departments, and successfully developed international partnerships. His 20+ years of leadership, customer-minded approach, and proven sales track record will serve as a benefit to Protex in further developing the European (EMEA) territory.

“The segmented and different cultural regions of EMEA require a focused sales approach to our varied customers,” said Arthur Varga, Vice President of International Sales. “The appointment of Mr. Zerr is helping us achieve greater international success by bringing our regional team to the next level. We are naturally very excited that someone with Mr. Zerr’s credentials has joined Protex. Combined with our new products in development and an already strong product mix, he will assist us in developing our brand to new records.”

For additional information, contact Catherine Calame, Marketing Manager, at 1-800-835-3580, ext. 110 or [c.calame@protex-intl.com](mailto:c.calame@protex-intl.com).

**About Protex International Corp.**

For 25 years, Protex International Corp. has been a leader in providing customized loss prevention solutions for the world’s leading retailers. Protex’s range of products allow for open, accessible product displays while encouraging customer interaction, thereby helping to increase sales while decreasing theft. Protex loss prevention solutions include security-plus-power systems for electronics such as cell phones, cameras/camcorders, MP3 players etc., electronic alarms for merchandise and apparel, mechanical and electronic retractables, annunciators and sensors. Protex is regularly featured in leading industry publications, including LP Magazine. For additional product information, or to learn about Protex customer success stories, visit [www.protex-intl.com](http://www.protex-intl.com).