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PRESS RELEASE

VMS Names Vicki Porter Vice President of Sales

New VP of Sales to manage expanded sales staff and customer support

Twinsburg, OH – Visual Marking Systems, Inc. is pleased to announce the fitting selection of Vicki Porter as Vice President of Sales. Vicki has been with VMS for 11 years serving in a variety of roles, most recently as Sales Manager.

VMS recently expanded its sales department with the hiring of additional Account Representatives and the incorporation of the customer support group into the department. With a larger sales staff the decision was made to realign the sales team with new territories. The sales staff is now separated into OEM and Transit Divisions. The OEM Division consists of North, South, East and West territories with a Regional Sales Manager, Account Representative and Customer Support Specialist teaming to cover each. The Transit Division consists of two Transportation Graphic Consultants splitting the entire territory

In her new role as Vice President, Mrs. Porter will bear the responsibility for the management of the reorganized sales staff and coordination of activities for the customer support group.

"With the realignment of the sales territories and the addition of the customer support group into sales, Vicki is the natural choice to lead VMS' sales department. Vicki's experience serving our key markets makes her a valuable member of the VMS team and her knowledge will be an essential resource for our expanding sales staff." Says Dolf Kahle, CEO of VMS.

About VMS:
Visual Marking Systems, Inc. is a leading provider of high impact product markings for today's OEM, Corporate Identification, Transportation and Fleet Graphic markets. Offering a full range of services such as design consultation, product development, graphic installation and inventory management, VMS works with its customers as a strategic partner to create product identification labels, decals and overlays that are economical, visually attractive, highly functional and, above all, worthy of recognition. For more information on Visual Marking Systems visit www.vmsinc.com.

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