



PRESS RELEASE

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DAC Products Announces Strategic Changes to Management Structure

Reorganization Designed to Increase Operational Efficiency and Effectiveness

(RURAL HALL, NC, March 30, 2011)—DAC Products has announced corporate organizational changes in a move designed to tighten the company’s management structure and gain operational efficiencies.

The reorganization involves the following employees who will assume more management responsibilities:

- Bonnie Edwards will succeed Squire Irwin as Plant Manager.
- Squire Irwin will become Operations Manager.
- Cathy Lynch will assume expanded responsibilities as the current Human Resources and Accounting Manager.
- Chris Hodges will expand his responsibilities as Business Development Manager.

“As our business continues to grow, we recognize the importance of leveraging the talent and collective knowledge of our existing employees by giving them the opportunity to be involved in the management of our company,” said Tony Smith, President, DAC Products. “Today’s unusual business climate demands that organizations run a tight ship, and we are confident that these four individuals, who have been instrumental in making DAC Products so successful, will help us streamline processes and create efficiencies, which will in turn enable us to react more quickly and be even more responsive to customer needs.”

Last year, DAC Products consolidated operations into its Rural Hall facility and is investing approximately \$2,000,000 over the next five years in automation and technology that will yield savings on operating expenses and electricity, enabling the company to reduce its environmental

impact. The company has already invested \$500,000 in infrastructure and equipment, including leasing a 100,000 square-foot warehouse in Rural Hall.

“The management changes we are making are consistent with our longer-term strategy to become a lean, well-functioning and efficient enterprise as we plan for our future growth,” Smith added.

All positions will report to the President except for the Plant Manager, who will report to the Operations Manager.

DAC Products is a leading producer of display and presentation tools for both the building products industry and retail sales environments. The company utilizes state-of-the-art techniques and technologies to design and produce point of purchase displays, fixtures, sales presentation carrying cases, large format and screen printed graphics, and provides warehouse services for accounts throughout North America. DAC was founded in 1987. More information at www.dacproducts.com or 1.800.431.1982.