



***In-Store Marketing Solutions***

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FOR IMMEDIATE RELEASE

**STEPHEN VITELLO NAMED REGIONAL SALES MANAGER  
FOR SMP IN-STORE MARKETING SOLUTIONS**

**CHATTANOOGA, Tn (April 2009)** - SMP In-Store Marketing Solutions, a Division of SMP Industries, Inc., has hired Stephen Vitello as Regional Sales Manger for the Mid-West Region. SMP In-Store Marketing Solutions is an industry leader in the design and manufacture of custom retail merchandising programs. Mr. Vitello will be based in Chicago, IL and is responsible for growing and maintaining sales in the mid-west region of the country.

“I am so enthusiastic about becoming a part of the SMP family,” said Mr. Vitello. “SMP has a reputation in the industry for providing innovative design and world class execution. I look forward to working with their talented team of designers and engineers as I help our brands connect with their consumers.”

Mr. Vitello brings to SMP In-Store Marketing Solutions over 10 years of sales experience in the In-Store Merchandising and Experiential Marketing arenas. His focus has been on large consumer goods companies, connecting the consumer and the brand through relevant and creative precision at retail.

“We are thrilled to have Stephen on board, “ said Mike Sybilrud, Vice President of Sales and Marketing for SMP In-Store Marketing Solutions. “His experience with large consumer goods companies and retailers compliments our ability to create and maintain strong customer relations while providing a greater understanding of the current marketing issues our clients deal with daily. With his sales expertise and consumer goods focus, we fully expect that SMP’s mid-west sales will continue to grow.”

**ABOUT SMP INDUSTRIES, INC.**

Established in 1947, SMP In-Store Marketing Solutions, a division of SMP Industries, Inc. has over 60 years experience in In-Store Marketing and Merchandising Design, manufacturing, fulfillment and distribution services. Manufacturing both domestically and internationally, we are able to support our clients’ In-Store marketing programs by offering innovative design concepts and state-of-the-art manufacturing and distribution services.

For more information on SMP and our divisions, visit [www.smpindustries.com](http://www.smpindustries.com)