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For Immediate Release:

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Lance Matiste promoted to Strategic Account Manager for Fire-Dex

Cleveland, Ohio - (January, 2010) – Lance Matiste has been promoted to Strategic Account Manager for Fire-Dex. In his 10 years with Fire-Dex Lance has been recognized various times for his sales growth and is a three time recipient of the “MVP Regional Sales Manager of the Year” award. In his new role he will be working in conjunction with our current distribution channel and regional sales managers to increase the Fire-Dex presence in metro fire departments. Of the approximately 35,000 fire departments in the United States there are 140 metro fire departments consisting of more than 400 firefighters per department.

About Fire-Dex

Fire-Dex is a world leading, quality manufacturer of protective firefighting clothing, emergency response apparel, premium quality NFPA hoods, gloves and helmets. Visit www.firedex.com for more information.