

## NEW REGIONAL SALES MANAGER FOR LATIN AMERICA

**Date: September 3, 2009**

**To: All NOSHOK Distributors & Customers**

**Re: New Regional Sales Manager for Latin America**

NOSHOK, Inc. is pleased to announce the addition of Mr. Alejandro E. Utrera to its team as the new Regional Sales Manager for Latin America.

Alejandro will provide sales support to our Distributors & Customers throughout Central and South America, as well as the Caribbean, and also focus on expanding NOSHOK's presence in that market. Alejandro is fluent in both English and Spanish, which will improve communication and better accommodate the needs of our valued Latin American Distributors & Customers.

Born in Venezuela, Alejandro is a graduate of St. Ignatius Loyola School in Caracas. He earned his Bachelor of Finance degree at Elmhurst College, graduating Magna Cum Laude. His work experience includes an administrative role with a highly recognized Venezuelan construction firm, and working as a sales and financial advisor to a prestigious Swiss bank in Chicago. He also held the role of Associate Director of Private Funds at Elmhurst College.

Alejandro joined the NOSHOK team in February 2009, and has been through extensive training in each department of the company. This hands-on training has given Alejandro an in-depth knowledge of NOSHOK's products and services, allowing him to provide support not only in sales, but also in customer service and technical training for all of our Latin American Distributors & Customers.

Alejandro may be reached at our main offices:

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