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### ***For Immediate Release***

September 23, 2009

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#### **Pace Setters Awarded by Betco**

**Betco Corporation, Toledo, OH-** Betco is proud to honor the recipients of the 2009 Pacesetter Award. The Pacesetter Award recognizes those team members who led their division in sales and leadership. This year's winners are Regional Managers Bobby Kraft, Terry Newland, Mike Jacobs, and Joe McPherson. Scott Brown, Sales VP and General Manager, applauds these outstanding individuals for setting the pace in our industry.

Betco is also proud to announce the winner of the Terry Evans Award. The Terry Evans Award is the most celebrated award that can be earned by a member of Betco's sales team. To earn this award you must be a Pacesetter and possess characteristics that resemble those of the late Betco Regional Manager Terry Evans. This year the award went to Mike Jacobs due to the attention he paid to detail and his ability to earn the trust, respect, and loyalty of his distributor partners.

All honorees achieved phenomenal sales success and worked diligently increasing the sales opportunities for Betco Distributors. These five have consistently delivered above quota sales and set an example for others to follow. Please join Betco in congratulating all of the Pacesetter Award winners.

Betco has been positioned as an industry leader since 1950. We lead the way in engineering Innovative Cleaning Technologies for commercial and institutional cleaning. For more information about our products and services please contact customer service @ 1-888-GO BETCO or visit [www.betco.com](http://www.betco.com).