



**INNOVATIVE
CLEANING TECHNOLOGIES**

Contact: Lindsay Tippin

Betco Corporation
Phone: 419-725-3657
Fax: 419-725-4449

1001 Brown Ave.
Toledo, Ohio 43607
Ltippin@betco.com

Betco® Corporation

Press Release

Robert A. Gail joins Betco® Corporation as Senior Vice President, Sales

Toledo, OH – July 25, 2011- Betco® Corporation of Toledo, OH announces Bob Gail has joined Betco's executive management team as Senior Vice President, Sales for the Corporation. Beginning his career with Ernst & Whinney as a senior consultant, Bob has held senior executive sales, marketing and general management positions with such recognized companies as NCR Corporation, Newell Rubbermaid, Katy Industries and most recently as Vice President, North America for APC Filtration, Inc.

"Bob's experience and accomplishment across diverse market segments and distribution channels will greatly contribute to achieving Betco's strategic objectives," stated Paul Betz, Betco's President & CEO. Bob added, "I'm pleased to be joining one of the industry's most innovative and progressive companies and making a significant contribution to achieving the company's sales growth and market share objectives."

Bob will lead all channel sales operations for the corporation and will be relocating to Betco's headquarters in Toledo, Ohio.

Betco Corporation is a global brand name in institutional cleaning. Betco engineers innovative cleaning technologies and programs that enhance productivity, cut labor costs, and saves money. The Betco bundle includes a complete green cleaning program, durable equipment line, and versatile chemicals. Betco's dedication to cleaning for a healthier environment keeps us focused on engineering more products that have a reduced impact on the environment. For information about Betco's products and services please contact customer service @ 1-888-GO BETCO or visit www.betco.com.

For Immediate Release