

## NEWS RELEASE

### HERCULES TIRE & RUBBER COMPANY ANNOUNCES NEW APPOINTMENTS FOR GLOBAL GROWTH INITIATIVES

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**Findlay, Ohio:** Hercules Tire announces three new appointments to lead their global growth initiatives.

Joe Recchia takes on the newly created role of Corporate Business Development Officer for Hercules Tire & Rubber Company. Rob Keller's role expands from the Division President of Hercules Canada to include President of Hercules International. Neal Valentine joins Hercules International as the Senior Vice President of Sales and Marketing.

"In the last decade, the Hercules International division has grown 400 percent," says Larry Seawell, President and CEO of Hercules Tire & Rubber Company. "We commend Joe for his significant managerial contributions to this growth," says Seawell. "As we execute our global plans in the next 3-5 years, we believe he is the right person to lead our development initiatives abroad," continues Seawell.

While Joe will continue to work closely with the International division, his previous duties will be the new responsibility of Rob Keller.

Rob Keller has served as President of Hercules Canada for 11 years. Under his leadership the Hercules brand sales in Canada have grown 156 percent. "Rob's senior management skills and expertise will complement the International division and continue to move our global business forward," says Seawell.

Supporting Keller's new role is Neal Valentine. Neal joins the Hercules International division as the Senior Vice President of Sales and Marketing. Valentine has more than 20 years of tire experience with major manufacturers in more than a dozen countries. Valentine will lead the global sales and marketing efforts for Hercules Tire International from its office in Kitchener, Ontario. "Neal's global experience in the tire industry will continue to strengthen our marketing efforts abroad," adds Seawell.

The new appointments are effective immediately.

*About Hercules Tire & Rubber Company*  
*The Hercules Tire & Rubber Company headquartered in Findlay, Ohio, is a leading tire marketer of*

*replacement tires in the USA, Canada and globally in more than 90 countries. Hercules offers an extensive selection in passenger, UHP, light truck, medium truck, trailer, off-the-road, industrial and specialty tires manufactured by its worldwide supplier network. Hercules has developed a strong reputation among its customers for its broad range of quality products, making the Hercules brand and its associate brands some of the most sought-after proprietary brands in the industry. In addition, Hercules distributes over 20 leading national branded tire programs, and collectively offers over 10,000 skus.*

*Hercules operates regional wholesale warehouses in California, Texas, Illinois, Ohio, Florida, Oregon, Ontario, and New Brunswick, under the name TDW or Hercules Tire Canada. Hercules operates on an international basis from warehouses in the USA, Canada and China under the name Hercules Tire International.*

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