

For Immediate Release

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HTC Announces New Marketing Manager

Fair Haven, MI – HTC has announced that Michael Lord will be taking over the company's marketing direction and brand management. Mr. Lord was previously under contract to Delphi Corporation and operated his own freelance marketing business prior to joining HTC. Mr. Lord is a recent MBA graduate of Lawrence Technological University and has worked in product development, market research and marketing for over 20 years. With the recent move in August 2008 to the new HTC Fair Haven Michigan headquarters, Mr. Lord will oversee additions to HTC's marketing resources including over 3,000 sq.ft. dedicated to the product showroom, a benchmarking workshop, and a video-photographic studio.

- Background -

HTC Products was founded in 1980 and is best known as the company that put the work shop on wheels. As the originator of custom engineered mobility bases for heavy wood and metal working machinery, HTC's products provided space saving practicality to every professional shop and school. Today HTC's product line is full of material handling and innovative woodworking or jobsite accessories that are available nationwide and in Canada. In 1985 HTC developed the Portamate brand to reach retail consumers and Do-It-Yourselfers with products that are sold through a network of distributors and retailers, as well as internet and mail order companies. For further information visit their website at www.htcproductsinc.com , www.portamate.com or call 800-624-2027.



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