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**FOR IMMEDIATE RELEASE**

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**HYDE TOOLS NAMES COREY TALBOT  
VICE PRESIDENT OF MARKETING**

SOUTHBRIDGE, MA – Corey Talbot has been tapped to head the marketing department at industry leader Hyde Tools, Inc. As vice president of marketing, he will direct all marketing operations, brand vision and management, as well as advertising and communications.

Previously director of new product development, Talbot will also continue to drive Hyde's long-term commitment to product Innovation. He joined Hyde in 2007 for the express purpose of increasing the company's new product output and innovation. In the three years since, new product sales account for 30% of total revenue and his team has introduced a wide range of new products and several patented new technologies, including the HYDE® Rapid Valve Transfer® System (RVT®) for professional airless spray painting and the HYDE® Pivot Nozzle Wand for pressure washing.



(continued)

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“Corey has quickly proven his capability for building high-energy, team-based processes based on market research facts and a focus on results,” said Robert Scoble president and chief operating officer. “His contributions in product development have been critical to our future, and we expect no less success from him in brand marketing and management.”

Talbot has over 15 years experience in the hard goods industry beginning with a five-year stretch at Stanley Tools. There he honed his skills in import/export, production planning, forecasting, and vendor managed inventory, learning the back end of the business before moving into product and venture management. He later worked as a product manager for the Danaher Craftsman Tools Division and senior product manager for Newell Rubbermaid. He has consulted privately on new product development processes and sales and marketing department organization.

As vice president of marketing, Talbot will also oversee channel sales support and the Hyde Tools customer service department. Talbot’s new position took effect August 16, 2010.

He lives in Hebron CT, with his wife Donna and son Tristan.

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