



## Company News

### **ACTION PRODUCTS, INC ANNOUNCES CORPORATE REORGANIZATION**

**Hagerstown, MD, January 10, 2008** – Action Products, Inc. a leading soft polymer and medical products manufacturer has announced the completion of its corporate reorganization effective immediately . These changes are aligned with the company's vision for future growth and continued prosperity.

A single business entity since its inception in 1970, Action Products, Inc. will now operate as two business units, the Medical Products Group and the Manufacturing and Technologies Group. Having served as the revenue foundation of the company for over three decades, the Medical Products Group will have independence and freedom to focus on serving the needs of its customer base and to evolve with constant change inherent in the medical industry.. The Manufacturing and Technologies Group will further expand its activities to include additional non-medical products and new technologies that will fuel emerging business opportunities.

#### **Medical Products Group**

Chosen to lead the Medical Products Group is Mistie McElroy Witt, formerly Vice President of Corporate Development. Joining the group as Vice President of Engineering is John Mattson. Promoted from his previous role as Senior Project Engineer, John will be leading product development. Chris McElroy, long-time lead for the International branch of the company will continue as Vice President of International Sales, sharpening her focus to the growth of medical sales globally.

#### **Manufacturing and Technologies Group**

Transitioning roles within the organization is Michael Bredal. Having successfully fulfilled the role of Vice President of Sales for over a decade, Mr. Bredal will now spearhead customer acquisition for the Manufacturing and Technologies Group acting as Vice President of Business Development. The group will continue to be supported by Vincent Serra, Vice President of Research and Development who will focus primary on new non-medical product development and technologies research.

Troy McKnight remains at the helm of the parent company as President and CEO. The long-time strategic lead for the company, Mr. McKnight will now turn much of his expertise to the expansion of the technology and manufacturing aspects of the organization. Founder Dr. W.R. McElroy continues to maintain his position as Chairman of the Board of Directors as does former President Benedict R. McElroy, now Vice-Chairman.

Action Products, Inc. will continue to operate its business units from its headquarters in Hagerstown, MD. Currently in its third stage of expansion, the company anticipates completing its 30,000 sf addition by Spring of 2009. At that time, all business functions will be located on Action's 8-acre campus.