

NEWS RELEASE

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Production Basics Promotes Erica Rice to Vice President of Marketing

by Adam Wisnia

Jul 28, 2011 - NEWS RELEASE FOR IMMEDIATE RELEASE July 28, 2011 Contact: Erica Rice, Production Basics Vice President of Marketing 208.354.1107 (p) 888.868.9813 (f) erice@pbasics.com (e) Adam Wisnia 617.926.8100 (p) 617.926.8010 (f) awisnia@pbasics.com (e) PRODUCTION BASICS PROMOTES ERICA RICE TO VICE PRESIDENT OF MARKETING BILLERICA, MASSACHUSETTS- Production Basics, a provider of ergonomic work tables and accessories has promoted Erica Rice to Vice President of Marketing. She will oversee all marketing communications, promotions, events and public relations activities for Production Basics. "Erica's leadership of our branding is more critical than ever. Her combination of intellect, creativity and energy are very hard to find – we are truly thrilled to have her as part of our executive team" said Adam Wisnia, President of Production Basics. Rice, who joined the company in 2001, most recently held the position of Marketing Director and previously, the position of Marketing Communications Specialist. During her employment tenure at the company she has implemented a number of projects that have increased brand awareness for Production Basics including a website redesign, printed materials development, training programs and an on-line workbench configurator. She holds a bachelor of science in Journalism from the University of Colorado at Boulder. About Production Basics Since 1995, Production Basics has used a fresh approach to designing, manufacturing and marketing ergonomic workstations and accessories. The Company combines clean lines, basic materials and solid components to form sturdy, modular products. The Company provides economical workspace solutions for the electronics assembly, laboratory and material handling industries. For more information, visit www.pbasics.com. ###