



**DAMAGE PREVENTION. WE'RE ON IT.**

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**FOR IMMEDIATE RELEASE**

### **ShockWatch Announces New Management Assignments to Respond to Recent Growth**

DALLAS, TEXAS (October 9, 2007) — ShockWatch, a global leader in developing and manufacturing damage prevention products, today announced the promotion of Jeff Kilpatrick to senior vice president of Media Recovery Inc. (MRI) and general manager of ShockWatch North America. In addition, Kerri Lusk-Barnes has been promoted to vice president of marketing and product management for ShockWatch. MRI is the parent company of ShockWatch.

Kilpatrick joined MRI in July 2005 as corporate vice president of marketing. He led recent branding initiatives for MRI's three operating divisions — Media Recovery, ShockWatch and the Damage Prevention Company. As general manager of ShockWatch North America, Kilpatrick will oversee sales, operations, research and development and marketing in the U.S. and Canada.

Lusk-Barnes, who joined ShockWatch in September 2006 as director of marketing, managed U.S. and international marketing at ShockWatch, including product management for the company's shipping and handling product line. In her new role, Lusk-Barnes will oversee all marketing and product management initiatives across the complete ShockWatch product line.

"Through extensive marketing, process improvement and strategy development efforts, Jeff and Kerri are among the many managers who have worked hard to position ShockWatch as an industry leader," said Gerard Smith, president and chief executive officer of MRI. "ShockWatch growth continues to increase at a significant rate. We believe the selection of seasoned leaders enhances strategic decision making at ShockWatch, which will accelerate our current growth rate."

Recent growth at ShockWatch includes an acquisition, completion of a new production facility and the introduction of new products. In February 2007, MRI acquired IntroTech Inc., a privately held manufacturer of chemical-based temperature sensors, which ShockWatch has distributed worldwide for more than 10 years as part of its line of environmental indicators. In December 2006, ShockWatch doubled its manufacturing floor space by moving into a new 30,000 sq. ft. facility in Graham, Texas. The company also has introduced several new products in the past year, including the ShockWatch EquipManager™ forklift monitor, StartManager™ equipment monitor, Mini-Clip impact indicator and MAG 2000 Impact Date/Timer digital impact indicator.

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### **About ShockWatch**

ShockWatch has specialized in damage prevention since 1976, offering shipping and handling monitors and equipment monitors for use in thousands of applications in varied industries, including automotive, aerospace, defense, logistics, marine, utilities, medical and manufacturing. ShockWatch products are used to monitor the handling of goods throughout the production and delivery processes, and cost reduction and damage prevention in the operation, access and usage of equipment. With representatives and distributors worldwide, ShockWatch is a global industry leader with customers in 62 countries.

MRI is the parent company of ShockWatch, the Damage Prevention Company and Media Recovery. Based in Dallas, Texas, MRI has developed an international customer base that includes two-thirds of the Fortune 100 and over half of the Fortune 1000 companies.

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