



July 14, 2010

## PRESS RELEASE

### FOR IMMEDIATE RELEASE



Burlington, Ontario – Hamsar adds to Executive Team

Laura Smith, **National Account Manager**

Laura Smith, new Canadian National Account Manager and associate Karin Keung, with the latest innovative LED low beam projector light, #71075.

Hamsar, vehicle lighting and electronic products announced today that Laura Smith has joined the company as National Account Manager.

Laura will oversee all Canadian sales and will work with OE and Automotive Aftermarket, vehicle Distributors and Jobbers to provide them with some of the latest in LED vehicle lighting and electronic products.

“Laura comes to Hamsar with extensive sales experience and an entrepreneurial mindset that dovetails with Hamsar’s growth objectives and business philosophy,” said Fred Kelly, President, “she is exceptionally well suited to this company and for this important role.”

Smith joins Hamsar from Apex Sales where she was President of this growth oriented Sales agency, working with Canada’s largest Automotive Retailer - Canadian Tire/PartSource - along with some of Canada’s major distributors, including: Bestbuy, Auto Sense, Benson’s Group and UniSelect.

“It has been a busy first few weeks at Hamsar, starting with a multi category line review for Canadian Tire, and introducing new products to many of our other customers,” said Smith. “The potential for growth in the Aftermarket, Commercial, and HD channels is limitless, and Hamsar’s new products and exceptional quality are something that the Aftermarket is looking for. Our website [www.hamsar.com] and on-line catalogue is a good first step for people wanting to get preliminary information about the kinds of products we carry.”

Hamsar - Canada’s foremost vehicle lighting and electronics manufacturer – sells a broad range of products to a variety of industries: Automotive, Agriculture, Bus & Fleet, Transport, Heavy Duty and Marine throughout North America and Internationally.

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**For further information contact:**

Laura Smith  
National Account Manager  
Hamsar, Lighting & Electronic Products  
5320 Downey Street  
Burlington, Ontario L7L 6M2  
Tel: 905-332-4094  
Email: laura\_smith@hamsar.com

**For media enquiries contact:**

Jaclyn Jones  
Account Manager  
Whiting & Holmes Limited, Marketing & Advertising  
541 Brant Street, Suite 8  
Burlington, Ontario L7R 2G6  
Tel: 289-337-3662  
Email: jaclyn@whitingandholmes.com