



For Immediate Release

Contact: Wanda Kenton Smith
Kenton Smith Marketing
North American Press Liaison
(407) 697-8055
wanda@kentonsmithmarketing.com

Laurie Pedrick Named North American Sales Manager for Australian-Based Couplemate Trailer Parts

March 16, 2010, Queensland, Australia – Couplemate Trailer Parts President Steve Wotherspoon announced today the appointment of Laurie Pedrick as its new North American Sales Manager.

As part of the international manufacturer's focus on strengthening and expanding its existing domestic market share while reducing costs, it has shifted its former operations from a distributor model to manufacturer-direct, with Pedrick tapped to lead the aggressive American reorganization.

"Due to the success of the Couplemate trailer guide and the American thirst for rugged off-road trailer experiences, we decided that the 2010 global recovery period was a prime opportunity to reposition our presence and to bring a wide range of extreme off-road trailer equipment to the RV, heavy-duty truck/ATV and marine markets," said Wotherspoon. "Laurie brings both an extensive career background and a passion for the outdoor lifestyle to this critical position. After a lengthy search, we are thrilled to officially welcome her aboard and to have her lead the charge."

Pedrick's professional experience includes automotive dealership management, district parts management for American Motors and Chrysler Motors, plus a recent 8.5 year stint as the purchasing program manager for the city of Reno, Nevada. An avid outdoor enthusiast, she formerly was part of an off road racing team and has also logged countless hours riding dirt bikes, dune buggies and personal watercraft, as well as boating, camping and exploring with a Polaris Ranger.

"Couplemate is an established brand in the Americas, so my goal is to expand the line and offering available to the public through a more extensive network of dealers," said Pedrick. "I will also serve as the direct link to local shops and large retail buyers, and also look forward to establishing new relationships in many new venues."

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Top on Pedrick's priority list is to reach out to the existing customer base and to establish 1:1 direct corporate relations, a move she says will allow for an increase in customers' profitability. In addition, she will seek out manufacturers for OEM-direct relationships who desire innovative, high quality products available at a competitive pricing advantage.

"These are great products at a great value and that's what our customers and the end-user are both seeking today," she said. "I'm excited to be part of the Couplemate Trailer Parts team and to have the opportunity to work in a field related to my favorite activities and the great outdoors."

Couplemate Trailer Parts develops and manufactures a wide range of Extreme Trailer Parts, all expressly designed to withstand the rigors of harsh and challenging environments. Couplemate Trailer Parts is now corporately represented in the U.S. and Canada, and is no longer affiliated with, or distributed by, Durasafe, Inc. Durasafe also no longer sells or represents the original Couplemate Trailer Hitch sold since 1994, also known as "The Marriage Saver." For more information about Couplemate Trailer Parts, visit www.couplemate.com

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MEDIA NOTE:

Jpeg headshot of Laurie Pedrick available upon request

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