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FOR IMMEDIATE RELEASE

**SICO® Inc. Names Ken Steinbauer Vice President
of Global Sales and Marketing***Company continues vision to be seen as seamless by customers around the world.*

Minneapolis, MN, May 2016 - The Board of Directors of SICO® Inc. is pleased to announce the promotion of Ken Steinbauer to Vice President of Global Sales and Marketing effective immediately. Ken will be responsible for providing strategic leadership and unifying global sales and marketing efforts in Asia, Europe, Australia and the Middle East in addition to the Americas. He continues as President of SICO America, the largest operating unit of SICO Inc. and reports to Chris Wilson, CEO of SICO Inc.

“Ken’s leadership of SICO America and now leading our sales teams across the globe is a critical move in providing a seamless brand experience for customers around the world.” said Chris, third generation leader for the family-owned company. “With a proven track record for successfully driving innovation at SICO and other international companies, Ken’s leadership skills are well-suited to lead our global sales and marketing efforts as we continue our mission to be the innovator of high quality value added products for event spaces around the world.”

Since joining the company in 2008 as Vice President of Sales and Marketing for SICO America, Ken was promoted to Executive Vice President and President of SICO America in 2012 and 2013 respectively. Prior to joining SICO, Ken held a number of senior leadership roles at AT&T/Lucent Technologies, Shaw Contract Flooring and Lifetouch.

“It’s an honor to work with the Wilson family and continue the vision of innovation created by Chris’ grandfather Kermit in 1951 when the company originated,” said Steinbauer, I look forward to emphasizing innovation in product development to ensure we remain a global market leader in space utilization products.”

Ken holds both an MBA from the University of St. Thomas, Minneapolis, Minnesota and an executive MBA from the University of Minnesota. Ken succeeds Jerry Danielson who continues with the company on special assignments.

About SICO® Incorporated

SICO® is the global leader in mobile folding and rolling, space efficient products that help customers optimize their use of space. The detailed engineering and superior manufacturing that goes into every SICO® product is supported by a strong warranty program and excellent customer service. In addition to mobile folding cafeteria tables, SICO® manufactures and sells [portable dance floors, catering tables, room service tables, food warmers, luggage carts, mobile buffet stations, portable stages, choral risers, mobile sleepers, crowd barriers and wallbed systems](#). SICO® Incorporated is headquartered in Minneapolis, Minnesota, USA with additional offices in Europe, Asia, Australia and the Middle East. Please visit www.sicoinc.com for additional information.

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