

PRESS RELEASE

TireSocks®, Inc. is Set for Expansion and Growth with the Appointment of a New Management Team

Founder, Jarrett Gordon, Will Remain as President and CEO

FOR IMMEDIATE RELEASE

CENTENNIAL, CO (May 4th 2017) - TireSocks, Inc., the leader in surface protection and safety products, announced a major personnel reorganization starting with the hiring of Kali Peterson as the new General Manager. Concurrently, the company announced the promotion of Patti Reichert to Operations Manager, hired Kami Nelson as the Sales and Marketing Manager and Pat Kinsch joined the team as Administrative and Marketing Assistant. These positions were created to support Tiresocks' continued growth and facilitate the company's strongest year to date in 2017.

Kali Peterson- Kali comes from an accounting and financial background. Prior to joining Tiresocks full-time in January, Kali spent 9 years serving as President of her own firm servicing the accounting needs of dozens of area businesses. Seven of those years included overseeing the accounting for TireSocks. As the GM, Kali will continue to oversee the company's financials in addition to managing day to day business operations. Kali enjoys playing sports, reading and travelling with her family.

Patti Reichert- Patti's tenure with TireSocks is nearing a decade. When she was hired in 2009, she was the only employee in the front office and handled all day to day phone calls, orders and other administrative work. During these years, Patti has become well known and appreciated by TireSocks' loyal customer base. Patti's new role includes managing daily production and sales operations. She enjoys spending time with her growing family, the outdoors and going camping.

Kami Nelson- As the sales and marketing manager, Kami will be responsible for the day to day oversight of the marketing department. Her first major project will be the creation of the new TireSocks website. She brings 13 years of experience in the graphic design field and a master's degree in Web Design and Development from DU. Kami has provided design and marketing services for Colomer Beauty Brands, Sports Authority, All Packaging, and Excell Marketing. Kami enjoys cooking, camping, and spending time with family, friends, and her 3 dogs.

Pat Kinsch- Pat is a welcome and cheerful addition to the TireSocks team. She will be supporting marketing, accounts receivable, the order desk and customer service. Pat has 25 years of experience in retail management in the supermarket, office supply and print and ship industries. Pat loves adventure and has braved skydiving, taken flying lessons and hot air-balloon rides.

TireSocks® are heavy duty tire covers for construction equipment such as scissor and boom lifts. They prevent tire and scuff marks on interior surfaces. TireSocks® fit snugly on the tire and self-center as you drive ensuring no rubber meets the floor. DripDiapers® protect finished floors from fluid leaks and grease stains commonly caused by construction equipment. OSHA compliant SafetyPads™ are designed to go on the entry gate of scissor and boom lifts to protect workers as they enter the lift. They are more efficient, professional and cost effective than the typical foam and duct tape method commonly seen.

TireSocks® also offers: CasterSocks™, ForkSocks™, OutriggerSocks™, TrackSocks™, & Equipment and Control Box Covers.

The entire product line represents TireSocks' commitment to recognizing and understanding the needs of the construction industry. TireSocks' products are distributed worldwide providing the best in safety and surface protection at construction sites big and small.

Enclosed:



Photo- Left to Right –Kami Nelson, Patti Reichert, Pat Kinsch and Kali Peterson.

###