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PRO TOWELS WELCOMES NEIL FRIEDMAN AS DIRECTOR OF BUSINESS DEVELOPMENT

PITTSBURGH, PENNSYLVANIA – February 23, 2018 – The Pro Towels Family of Brands, including Pro Towels, Kanata Blanket Co., Neet Feet and Superior, announced today that Neil Friedman has joined the company as Director of Business Development and the FOTO Vision™ line.

Prior to joining the team, Neil was the Owner and Operator for a leading technology consulting firm, Pittsburgh Cyber Consultant, LLC. He was an Executive Support Analyst in the medical industry as well, where he has shown success and expertise with plan development and contract negotiation to implementation. He also obtained an Executive MBA in 2016 from the Joseph M. Katz Graduate School of Business in Pittsburgh. Neil will be working with the Pro Towels Family out of their corporate office in Pittsburgh.

This will be Neil's first position in the promotional products industry but he is very eager to get started. He states, "Even though I'm new to the industry, I'm excited to apply my experience and lessons learned in graduate school towards the Pro Towels Family of Brands."

About Pro Towels

Pro Towels is the largest towel supplier to the promotional product industry with locations on both the east and west coast. The company offers in-house screen printing, sublimation and embroidery services to support a broad product line of beach, golf, and sport towels. Additionally, Pro Towels carries bathrobes and other beach accessories to complement its towel line. The Pro Towels family of companies also includes Kanata Blanket Company, a leader in premium blankets, décor and lifestyle products, Neet Feet, a supplier of quality custom logo flip flops and premium footwear, and Superior, a leader in contract decorating for the promotional products industry for over 35 years.

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