



PRESS RELEASE

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Industry Veteran Phill Caballero Named Division Manager, Food Service Segment

Las Vegas, NV – Brady is pleased to welcome new team member Phill Caballero in the newly created position of Division Manager, Food Service Segment effective immediately. In this role, Phill will oversee sales and programs for all Brady locations, develop go to market strategies and develop Brady's product offerings for this expanding category.

"Brady recognizes a void in the current food service segment," says Ryan Banks, Vice President of Sales and Marketing. "We are uniquely positioned to help customers navigate alternatives in this category, while extending training, service and value. Phill's experience and pedigree in this channel are a great extension of our current value proposition as we continue to broaden the food service division."

Phill has more than 30 years of sales experience, most recently at Sysco in Las Vegas for 11 years. For four years running, he was recognized with the Casino Account Executive of the Year Award by Sysco for outstanding sales achievement.

"I am thrilled for this opportunity at Brady," explains Phill. "The food service segment is a natural progression given their current successes in warewash and cleaning products. My background is a good fit for realizing Brady's goals in this division. I look forward to working with the sales team towards great success."

About Brady

Since 1947, Brady has supplied customers with top quality facility supplies and commercial cleaning equipment. Headquartered in Las Vegas, Nevada, with 12 locations throughout Utah, Nevada, Arizona, Idaho, New Mexico and Texas, Brady has expanded its offerings to include a complete dish machine and laundry machine service to its already extensive facility offerings as well as an equipment sales and service division. Brady provides specialized solutions for customers in key commercial market segments including hospitality, education, healthcare, government, building service contractors and more. For additional information about how Brady can reduce your total cost while improving service, call (800) 293-4698 or visit www.bradyindustries.com.