



*The Trusted Name & Recognized Leader In
Effective Slip Prevention Technology*

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For Immediate Release

**SAFEGUARD TECHNOLOGY HIRES STEVEN HOMOLAK AS NEW DIRECTOR OF
BUSINESS DEVELOPMENT TO ENHANCE STRONG MARKETING FOCUS**

CHAGRIN FALLS, OHIO, USA, July 24, 2008 — Steven R. Homolak has joined Safeguard Technology Inc. as Director of Business Development, in order to develop an enhanced marketing emphasis and worldwide presence for the company. Safeguard Technology, founded in 1992, is a leader in manufacturing slip prevention products for safe working environments, as slips and falls are a leading cause of workplace injuries.

In his new role, Mr. Homolak will be responsible for business development, marketing, sales, and strategic planning.

Prior to joining Safeguard, he held positions with several other companies as Vice President of Business Development, White Hat Management in Akron, Ohio; Business Development Consultant, Compelling Business Solutions in Brecksville, Ohio; and Business Manager, Electronic Materials, Noveon Inc., in Cleveland, Ohio.

Mr. Homolak has been involved with several professional organizations. These include being a Member of Sales & Marketing Executives International (SMEI); serving as President of the Akron Entrepreneurs Club; and speaking on the topic of business

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development for various organizations such as SMEI, COSE, and area Chambers of Commerce. He is an Accredited Executive of the Institute for Independent Business.

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To obtain this high resolution photo of Mr. Homolak,
contact Norbert Hobrath at nhobrath@hobrath.com

