



CORPORATE OFFICE
1235 Hickory Street Pewaukee, WI 53072 USA
Tel: 262.691.9336 Fax: 262.691.2576 Web: www.tricocorp.com



9255 Rockside Road, Suite 350 Cleveland, OH 44125
Tel: 216.642.3223 Fax: 216.642.1484 Web: www.predictinc.com

Brian Easterday Joins Trico Corporation as Regional Business Development Manager

FOR IMMEDIATE RELEASE

Pewaukee, Wis. – February 7, 2011 - Trico Corporation, a leading provider of total lubrication management services and products, recently announced that Brian Easterday has joined Trico Corporation as Regional Business Development Manager covering the Southeastern part of the United States. In this role he will be responsible for developing relationships with customers within this area.

“We are happy to have Brian join our team,” said Garland Bridgewater, Director of Global Sales. “He is a great addition to our team and will provide our customers with a high level of service.”

Easterday has a Bachelors degree from Kent State University and more than 6 years of sales experience in various roles within different industries.

He is based in Atlanta, and serves customers in South Carolina, North Carolina, Georgia, Florida, Mississippi, Tennessee and Alabama.



Trico Corporation is a leader in total lubrication management services and products that focus on increasing industrial asset performance and reliability. The company offers assessments for lubrication management programs, equipment audits, training, and a complete line of high-performance lubrication products. Trico’s mission is to be the worldwide leader in lubrication management solutions and build customers for life.

###

CONTACT:

Frances Honeycutt, Marketing Manager

Trico Corporation, 1235 Hickory Street, Pewaukee, WI 53027

262.691.9336, ext. 412, fhoneycutt@tricocorp.com

www.tricocorp.com