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FOR IMMEDIATE RELEASE

## Jacqueline LaBorde Joins Trico Corporation as Regional Business Development Manager

Pewaukee, Wis. – February 22, 2011 - Trico Corporation, a leading provider of total lubrication management services and products, recently announced that Jacqueline LaBorde has joined Trico Corporation as Regional Business Development Manager covering the Southcentral part of the United States. In this role she will be responsible for outside sales and developing relationships with customers within this area.

“Jacqueline is a great addition to our team,” said Garland Bridgewater, Director of Global Sales. “She brings a great deal of enthusiasm to this role and has a proven ability to foster relationships with customers.”

LaBorde has a Bachelors degree from Louisiana State University and more than 6 years of industrial sales experience.

She is based in Houston, and serves customers in Texas, Louisiana, Arkansas, and Oklahoma.



**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.

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