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FOR IMMEDIATE RELEASE

Trico Receives Best of Show Award

Pewaukee, Wis. – July 9, 2010 - Trico Corporation, a leading provider of total lubrication management services and products, has won the gold “Best of Show” award for small booth category (100 square ft) during the ACE10 Annual Conference and Expo, which took place June 20-24, 2010 at the McCormick Place in Chicago.



Judged by a team of American Water Works Association council members, the Best of Show awards recognizes small, medium, and large booths that demonstrate exceptional booth layout and design based on company messaging. Judging is a two step process. The first consists of an interview process which judges learn the core competency and message of the company. The second step is grading of the booth layout and design based on the demonstration of the message. The top three scores become the gold, silver, and bronze finalists.

“With nearly 300 small booth exhibitors at the ACE10 Conference and Expo, it is tremendous honor to be singled out as the winner of the gold “Best of Show” award,” said Frances Honeycutt, Marketing Manager of Trico.

Plaques for gold, silver and bronze winners of the “Best of Show” awards were given at a private reception after the conference and exhibition event.

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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