



CORPORATE OFFICE
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FOR IMMEDIATE RELEASE

Trico Corporation Opens Southern Regional Office

Pewaukee, Wis. - April 27, 2010 - Trico Corporation, a leading provider of total lubrication management services and products, has expanded its operations in the south by opening an office in Baton Rouge, La. The Southern Region includes Oklahoma, Texas, Arkansas, Louisiana, Tennessee, Mississippi, Alabama, Georgia and Florida.

“Our focus as a global leader as a lubrication management solutions provider means we educate, then provide customized solutions for our customers. Redefining accessibility, when competitors are downsizing, again demonstrates the excitement we are enjoying in our current business model,” says Garland Bridgewater, Director of Global Sales. “Expanding further acknowledges our commitment to support key markets and customers who solicit Trico’s core values, lubrication management services, and product solutions.”

The office will be lead by Kirk Gathright, Southern Regional Business Development Manager, who joined Trico earlier this year. Mr. Gathright has more than 15 years of hands on experience with projects and organizations that manage and implement asset reliability and lubrication management services. He is certified by the Society for Maintenance & Reliability Professionals (SMRP) as a Certified Maintenance Reliability Professional (CMRP); by the International Council for Machinery Lubrication (ICML) as a Level I Machinery Lubrication Technician (MLTI) and Level III Machine Lubricant Analyst (MLAIII); as well as by the Vibration Institute as a Category I Vibration Analyst. He is a founding member of the South Louisiana Chapter of SMRP as well as the current Treasurer for the Chapter.

The Southern Regional Office is located at:
8768 Quarters Lake Road
Building 11, Suite 11
Baton Rouge, LA 70809
225-436-5033

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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