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For More Information, Contact:
Lynn Konsbruck
(312) 768-7362
lkonsbruck@maxmarketing.com

Ross Proffitt Joins Beck/Arnley as Marketing Coordinator

SMYRNA, Tenn., Aug. 24, 2011 – Beck/Arnley announces Ross Proffitt has joined the company as the new marketing coordinator. In this position, Proffitt will assist with creating sales promotions, execution and fulfillment, as well as coordinating the distribution of marketing materials such as collateral and signage. Proffitt will also handle the re-launch of Beck/Arnley's social media campaign. He reports to Paul Farwick, vice president of sales for Beck/Arnley.

"I would like to welcome Ross to the Beck/Arnley team and express how excited we are to have him on board to serve as our marketing coordinator," said Farwick. "He started as an intern with us last summer while he was still in school and worked with us over the winter months. Through his internship, Ross demonstrated that he possess the knowledge and ability to help take our marketing initiatives to a new level. He did such a great job that we knew we wanted him to join us full-time once he graduated from The University of Tennessee-Chattanooga. We look forward to watching Ross grow his involvement and responsibilities with Beck/Arnley."

About Beck/Arnley:

Beck/Arnley is exclusively dedicated to supporting its distribution partners who service the foreign nameplate repair and maintenance market. Beck/Arnley supplies wholesale distributors, who sell to jobbers, and retailers. Founded in 1914, Beck/Arnley's broad product offering for the aftermarket is organized into six modules: Brake & Chassis, Electrical, Clutch & Driveline, Engine Management, Engine Parts & Filtration, and Cooling Systems. Headquartered near Nashville, Tenn., Beck/Arnley researches, sources and delivers parts to resellers through its Master Distribution Center in Smyrna, Tenn. and strategically located satellite distribution centers across North America. Additional information is available at www.beckarnley.com.

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