

**FOR IMMEDIATE RELEASE**  
**July 30, 2007**

**For more information please contact:**  
**Gene Lussier**  
**Board Chair, Florida MEP**  
**321-939-4000**

## **MEDIA ALERT**

### **Kottkamp to Visit Local Manufacturing Facility**

*Lt. Governor Examines Economic Benefits of Florida MEP*

**WHAT:** Lt. Governor Kottkamp joins local manufacturing company, Datamax Corporation, for a tour of the facility. During the tour, Kottkamp will meet with company executives, as well as representatives from Florida Manufacturing Extension Partnership. Florida MEP's programs help small-to-medium sized manufacturers, like Datamax, create or retain jobs, increase sales and reduce costs. Florida MEP representatives will speak specifically about their contributions to Datamax and how state matching funds would allow more small-to-medium sized manufacturing companies to have similar achievements and increase Florida's competitiveness in a global market. Datamax is a global leader specializing in the design, manufacture, and marketing of products for bar code and RFID labeling, including thermal demand printers, label, ticket and tag materials, and thermal transfer ribbons.

**WHO:** Lt. Governor Kottkamp  
Mark Bjerkestrand, COO, Datamax Corporation  
Rich Newman, Vice President of Operations, Datamax Corporation  
Ken Colonel, Vice President of Engineering, Datamax Corporation  
Doug Hall, Vice President of Marketing, Datamax Corporation  
Rod Rodrigue, Managing Agent, Florida MEP  
Gene Lussier, Chair, Florida MEP Board of Directors  
Al Stimac, Vice Chair, Florida MEP Board of Directors  
Dan Sutter, Senior Project Manager, Florida MEP

**WHEN:** Tuesday, July 31, 2007  
2:30 p.m.

**WHERE:** Datamax Corporation Headquarters  
4501 Parkway Commerce Boulevard  
Orlando, FL 32808

**MEDIA** Gene Lussier, Chair, Florida MEP Board of Directors  
**INFO:** Florida MEP - 321-939-4000

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