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Press Release



Todd Hockenberry Joins Laser Photonics as Executive VP of Sales and Marketing

Lake Mary, FL., September 15, 2008 – Laser Photonics, the market leader in fiber laser system technology, announced today it has appointed Todd Hockenberry to Executive Vice President of sales and marketing. The creation of this new position strengthens Laser Photonics' ever-growing executive management team.

As vice president of sales and marketing, Todd will be responsible for managing the worldwide sales and marketing team, with an emphasis on new client acquisition and account development. Todd is also focused on development of additional industry sectors and new international opportunities.

Todd has 20 years of experience in leading and developing customer-facing teams, and has been responsible for sales, business development, professional services and customer support.

"Todd will be an extraordinary asset to our team as we continue our rapid growth domestically and internationally," said Demitri Nikitin, president and CEO of Laser Photonics. *"The skills and talents Todd brings to this position will result in a more effective and efficient sales force and marketing that is better than ever."*

Prior to joining Laser Photonics, Todd held a senior management position at Mecco Marking & Traceability where he led the effort to establish and develop their laser systems business. Most recently, he was a Executive VP of Sales and Marketing at Control Laser and was responsible for building a new sales and marketing organization. Todd is a graduate of Case Western Reserve University and holds a number of patents in various fields.

About Laser Photonics



Laser Photonics, www.laserphotonics.com, is the industry leader in developing high-tech Fiber and CO2 laser marking, cutting and engraving systems for a variety of industries such as; [aerospace](#), [automotive](#), [medical](#), solar semiconductor etc. We exceed in manufacturing high quality, performance driven turnkey solutions for these and many other industries. For more information or to contact Laser Photonics, please call 888-418-2613 or visit us on-line at www.laserrevolution.com. Join the Revolution.

Laser Photonics a privately held company, is located in Lake Mary, FL and on the web at www.laserphotonics.com.

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