



**FOR IMMEDIATE RELEASE
JULY 1, 2008**

Tokyo based MagX Co., Ltd., a leading manufacturer of high intensity flexible magnetics, has promoted industry veteran John C. Kanis to Vice President and General Manager of MagX America. Kanis, previously Director of Sales and Marketing, is charged with overseeing the day to day operations of MagX in North, Central and South America including its three U.S. operations in Atlanta, Cincinnati and Los Angeles.

Kanis's unique and diverse industry knowledge will greatly benefit MagX and its future growth. With over twenty-seven years in the industry, Kanis is one of the most tenured individuals in the flexible magnetics arena.

MagX is the largest importer of flexible magnetics into the United States. In addition to its U.S. operations, MagX has manufacturing and distribution facilities in China, Europe, Japan and Vietnam. MagX developed the flexible magnet in 1965 and today continues to be the global leader in flexible magnetic technology.

Flexible magnets in their simplest form are commonly found in most every household as advertising specialty refrigerator magnets. Other applications include signage, automotive and industrial components. MagX has annual revenues of over \$100 million.

For more information contact MagX America, Inc. at 1-800-979-1150 or visit www.magxamerica.com.