

## **Chemstar Corporation, The First Name in Food Safety, Names Blake Batley Executive Vice President**

Media Contact: Jim Williams  
770-732-0700

***Chemstar Corporation welcomes new sales leadership to expand its business and help more companies improve their commitment to food safety and sanitation.***

Atlanta, Georgia, June 10, 2008 – Chemstar Corporation, a global leader in food safety and sanitation, has named Blake Batley its new Executive Vice President. This appointment comes as Chemstar is advancing new growth initiatives in a drive to help more companies achieve higher standards of food safety and sanitation.

Charged with expanding the company's sales, marketing, and customer service organizations, Batley will lead Chemstar's growth strategies in five key industries: retail & grocery, foodservice & hospitality, food processing, healthcare, and institutional markets. With extensive sales and management experience across multiple industries, Batley will help Chemstar expand its reach both in the U.S. and international markets.

Chemstar's President and Founder, Jim Schurman, explained the company's new strategic growth plans. "There is more pressure on our customers than ever before with respect to food safety, sanitation, public health, regulatory compliance, and risk avoidance. Chemstar is uniquely positioned in the current marketplace to help more companies improve their commitment to food safety so they can better protect their customers and their brands. That's why we're launching this new strategic growth initiative."

Prior to Chemstar Corporation, Batley served as Senior Principal and Vice President of Sales for The Complex Sale, Inc. - a sales training and consulting firm founded by Rick Page, author of bestseller, "*Hope Is Not A Strategy – The 6 Keys to Winning The Complex Sale*". Batley was responsible for managing sales efforts in The Complex Sale's high-growth segments and drove significant improvements in sales effectiveness for its clients. While at TCS, Batley personally trained and coached more than 5,000 salespeople and executives around the globe on methods and strategies for improving sales effectiveness.

Chemstar's Schurman sees unprecedented opportunities for growth. "We're excited about bringing Blake Batley on board to head up our growth plans. We believe that Blake's experience and expertise in sales and marketing execution, as well as his passion and drive, will play a crucial role in helping us expand our reach as a company."

### **About Chemstar Corporation:**

As the first name in food safety, Chemstar Corporation understands that it's not just about keeping your premises clean; it's about keeping your brand spotless.

For more than 25 years, Chemstar Corporation has been providing comprehensive food safety, sanitation, and hygiene solutions for companies worldwide in industries such as retail supermarkets, foodservice, restaurants, hospitality, food processing, and healthcare institutions.

At Chemstar, food safety is all we do, and we do it better than anyone. We help organizations run clean, safe, and efficient operations by providing best-in-class sanitation chemical products and equipment coupled with unmatched service excellence. Companies that experience the Chemstar way become life-long partners. For more information on innovative food safety and sanitation solutions from Chemstar Corporation, contact: [www.chemstarcorp.com](http://www.chemstarcorp.com).