

FOR IMMEDIATE RELEASE

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CSI Announces Promotion of New Assistant Vice President.



Cleaning Systems, Inc. (CSI) of De Pere, Wisconsin has announced the promotion of Rob Peter to Lustra® Assistant Vice President, Eastern U.S.

Mr. Peter is a Rochester, New York native, and was born and raised in car washing; getting his start scrubbing bumpers as a child for his family's chain of washes. Mr. Peter took his love for the industry to a position in a local car wash distributorship in 2003, beginning as a member of the warehouse staff and growing into a position as a solution sales representative. In 2010, he joined the CSI team, beginning as a Lustra® District Sales Manager in the Western New York Market. As a result of his outstanding performance, Mr. Peter was quickly promoted to Lustra® Northeast Regional Sales Manager, where he excelled and was recognized across the region for his strong work ethic and dedication to customer service.

Mr. Peter was quoted as saying, "I am excited and honored to be advancing among the Lustra® team. At every tier of CSI, there is a genuine commitment to delivering the highest quality product, backed with top-notch service, chemistry, and technology. I am excited to be given the opportunity to lead the Eastern U.S. region, and I look forward to continuing to develop and expand Lustra's outstanding Eastern sales team, and working closely with car wash owners and operators throughout the region."

Dave Krause, President and CEO of CSI was quoted as saying, "Rob has done a consistently excellent job of servicing CSI's customers and acting as a leader within our organization. Rob's industry knowledge, outstanding work ethic, and commitment to service are excellent representations of CSI's corporate mission and culture, and we are thrilled to have him lead the Eastern U.S. region as AVP."

Cleaning Systems, Inc. is a leading manufacturer of cleaning and protection chemical products, as well as chemical application technology, for the transportation industry globally. Founded in 1976, Cleaning Systems, Inc. is based in De Pere, Wisconsin, and is an ISO 9001-2008 and ISO 14001-2004 registered company, whose products are known for high quality, value, effectiveness, environmental sustainability, as well as cutting edge, industry leading technology. CSI's product lines include Lustra, servicing the professional car wash industry, including Ultraflex® ultra concentrated technology, as well as a full line of commercial transportation cleaning products, and an array of chemical application technology solutions.

Questions about Mr. Peter's promotion should be directed to Mercedes Mannino at (920)337-4420 or via e-mail at mmannino@cleaningsystemsinc.com.