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**FOR IMMEDIATE RELEASE**

**CONTRACT CONVERTING NAMES TWO SALES REPRESENTATIVES**

**GREENVILLE, WI (February 11, 2010)** – Greenville-based Contract Converting LLC today announced the appointment of two new sales representatives, Franklin W. Forseth and Shawn C. Easter.

Easter is based in North Carolina, and Forseth will work out of the Greenville headquarters. Both individuals will prospect and develop new sales and market channels for the firm's Roll Express™ program, which offers quality non-pressure-sensitive tag and label stock for narrow web Tag and Label converters.

Easter has held sales and management roles in the pressure-sensitive label industry since 1992. Previously, he was the Marketing Manager for Acucote Incorporated with responsibilities that included promoting target market segments, assisting in the management of the company's specialty product lines and developing new niche markets. Easter also co-founded The Brand Protection Alliance ([www.brandprotectionalliance.org](http://www.brandprotectionalliance.org)) and was involved in developing and implementing anti-counterfeit labeling solutions.

Forseth is a 2009 graduate of Lawrence University with a Bachelor of Arts degree in History. While a student at Lawrence, he was a four-year starter on the university's baseball team and served as team captain. Forseth originally joined the company as a sales intern in 2008.

**About Contract Converting**

Located in Greenville, Wisconsin, Contract Converting is a privately held converter, specializing in premium custom slitting and rewinding of various grades of paper, tissue, non-wovens, films, foils, flexible packaging and other specialty products. Founded in 1995, the company's recently expanded 100,000 square foot corporate headquarters includes office, warehouse and manufacturing facilities. The centralized geographic location and accessible transportation network ensures next-day service to most customers nationwide. For more information visit [www.contractconverting.com](http://www.contractconverting.com).

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