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News #59 from 04/19/2007

SERO USA

Headquartered in Meckesheim/Germany, SERO PumpSystems GmbH is the world's only exclusive manufacturer of side channel pumps. Since the issuance of their first side channel pump patent in 1929, SERO has continued to revolutionize the industrial pump industry. Specializing in individually configured pumping systems, SERO has consistently been on the leading edge of side channel pump design and technology. The positive development and feedback from our initial North American business venture encouraged us to further expand our products and services in this very important market. In this regard, we are pleased to announce the start-up of a SERO subsidiary in the USA!

SERO PumpSystems, Inc., located in Stafford TX (outside of Houston) was established at the end of 2006. After thorough organizational preparation, the North American headquarters and parts distribution center officially began operations on January 2, 2007. To lead our initiative, Kevin M. Hohn has been appointed President and General Manager of the SERO NA business unit. Kevin's professional career includes over 25 years of industrial pump experience with major OEM's in a variety of sales, marketing and management positions.

The first public appearances of SERO PumpSystems, Inc. was at the recent International Pump Users Symposium held in Houston TX. The SERO booth was well attended and the displayed pump models generated exceptional interest. The enclosed photo shows Kevin Hohn, President of SERO PumpSystems, Inc. at the SERO booth during the Pump Symposium.

The establishment of the USA subsidiary is a further milestone of business development and sales growth in the history of the SERO Group. In early 2006, SMW Service und Pumpentechnik GmbH (E-Mail: info@smw-gmbh.com, Internet: www.smw-gmbh.com), another independent subsidiary, took over all service activities and end-user-business of SERO PumpSystems GmbH. SMW offers a broad range of services not only for SERO products, but for pumps and units of all types and brands.

The SERO Group with her three pillars, SERO PumpSystems GmbH, SMW Service und Pumpentechnik GmbH and now SERO Pump Systems, Inc., is excellently positioned to meet the requirements of the national and international markets and well prepared for future growth opportunities.

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