

**For Immediate Release**

Contact: Mary Kathryn Ellis  
Communications Manager  
972-771-1000  
mkellis@whitmores.com

**Whitmore Announces New Industrial Sales Manager**

*Experienced Industrial Lubrication Professional to Lead Business Development Push*

Rockwall, Texas, November 29, 2011 (Business Wire) – The Whitmore Manufacturing Company, a leading innovator and producer of component protection technology, has announced the hiring of Don Lima as Industrial Sales Manager. Lima will lead a major push to expand Whitmore's presence in the industrial specialty lubricant markets. The company's product line of lubricants is already well known and used extensively in the mining, railroad, steel and food market segments worldwide. The more than thirty years of specific category experience Lima brings to Whitmore makes him ideally suited to lead this strategic initiative.

"Don, with his track record of building relationships with distributors and end users, will be focused on offering Whitmore's quality products and excellent service to the industrial markets," said Jack Ellis, Vice President of Sales.

Lima's comprehensive experience in industrial lubricants includes management and technical positions with Shell, Tribol, Union Oil and Pennzoil. His successful management of cross-functional teams and ability to add value to products and technical services has resulted in rapid market expansions and exceeding forecasted sales. He is a graduate of California State University Long Beach where he earned a Bachelor of Science in Marine Biology. In addition, he is a published author and contributing writer for numerous publications, including *Tribology & Lubrication*, *Car & Driver* and *International Sugar Journal*. He will reside in Castro Valley, California.

**About The Whitmore Manufacturing Company**

The Whitmore Group, consisting of The Whitmore Manufacturing Company, KATS Coatings®, Horizon Lubricants and Air Sentry®, is a leader in creating component protection technology through the manufacturing of specialized lubricants, coatings, sealants, and contamination control breathers with broad product application for a variety of industries on a global basis.