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## **Phoenix Security Products' New Management Team Invest in Sterling Brand Value**

Phoenix Security Products' Sterling brand of padlocks and locking products is one of the significant success stories of its sector. Evidence of this is the steadily increasing number of stockists, year on year improvements in sales figures and on-going recognition of brand developments. Now, a new management team has announced its investment in the business, together with plans to take the brand to even greater achievements.

The new team has worked in consultation with Phoenix Security Products' founder and original Managing Director, Michael Hyman. The development is part of his retirement strategy and enables a planned exit for him from the business, whilst ensuring it has a positive future.

Leading the investment team is new Managing Director, Tony Kelly. The other two key investors in the business are new Finance Director: Robin Womersley and David Hartley, the new Non-Executive Director. The management team is completed by Rex Atkins who is continuing his five year stewardship of the Sterling brand, but in the new board position of Sales & Marketing Director

Retailers and customers of the Sterling brand will continue to be supported by the existing sales team, led by National Sales Manager, Ian Brown. Tony Kelly commented. *"The Sterling brand is an excellent opportunity for us. Michael, with Rex's help, has built up an excellent business on the ethos of good quality products, excellent service and great value. We intend to continue this approach and build on its success, maximising the benefits of the brand for even more growth in the future."*

Tony Kelly's background is in the electronic and physical security business. He will bring new strength and depth to Phoenix Security Products. Robin Womersley and David Hartley also bring successful business track records to the management team, providing the business with valuable commercial and financial guidance. In summary, Michael Hyman commented. *"I believe this new team means the business is in great shape for the future. There are exciting plans for new product development, marketing and customer relationships. The new team is determined to build even stronger partnerships with our existing customer base, as well as forging new relationships outside our traditional areas. Ongoing investment in logistics and sales support are vital developments that will be key to increasing the depth of service we offer customers. I believe the new team is well equipped to build on the Sterling brand strengths"*.

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