

NEWS RELEASE

FOR IMMEDIATE RELEASE

READE ADVANCED MATERIALS APPOINTS MR. JOSE LUIS DIAZ AS LATIN AMERICA SALES MANAGER

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Port of Balboa, Republic of Panama -- Reade International Ltd., S.A. dba Reade Advanced Materials (READE) and the continuation of a 200 year old specialty chemicals business, announces the appointment of Jose Luis Diaz as the READE Sales Manager for the Latin America market.



Prior to joining READE, Jose Luis was a successful sales supervisor for the Latin America market at American Union Chemical Corp. (AMUCO). AMUCO specializes in the sale of various chemical products to Latin America, which were manufactured in Asia.

Mr. Diaz will work at READE Latin America's customer service office & distribution facility, which is strategically located next to the Panama Canal in the Republic of Panama.

With a dedicated team of Spanish speaking technical sales engineers, READE's Latin America office has expanded the READE brand throughout the region—from Mexico to Argentina.

"Creating geographical and cultural ties to our customers allows the READE Latin America facility in Panama to have closer contact with our Latin American customers" stated Charles Reade, the President of READE. "It helps us gain a better understanding of the specific needs within each Latin American country and how we can adapt our products and services to address those needs."

"It also directly enhances our customer service performance by offering Spanish and Portuguese speaking employees; it offers more frequent interaction with our technical sales team; and it offers J-I-T delivery of our product line from the Colon FTZ in Panama."

About READE

Established in 1773 in Wolverhampton, England as a family managed specialty chemicals business, READE is now a leading edge custom processor and global distributor of higher tech specialty chemicals (metal, alloy, ceramic, mineral, oxide, composite, polymer, nanomaterials, powder, foil, wire, and tube).

With three strategically located regional customer service centers in The Americas (Providence, RI, Reno, NV, and the Republic of Panama), READE serves customers in over 60 industries worldwide.

The READE family business has received numerous quality awards over the past years. Two of the awards include an Honorable Mention at the 1878 Exposition Universelle in Paris, France and the 1999 recipient of NASA's "Commitment to Excellence Award".

Visit our award winning, multilingual, and 1,100 page website at <http://www.reade.com> to learn more about READE.

For more information please contact:

1) In Spanish, please contact Mr. Jose Luis Diaz at READE Latin America in the Republic of Panama via jdiaz@reade.com or Tel: +507-314-1282.

2) In English, please contact Reade Advanced Materials in Providence, RI USA, Attn: Mr. Charles Reade via creade@reade.com or Tel: +1-401-433-7000.