

**FOR IMMEDIATE RELEASE**

## **Safemark Systems Appoints Industry Veteran Steve Davis as President**

**Orlando, Fla. – May 17, 2012 –** [Safemark Systems](#), the hospitality industry's leading provider of [guest room safes](#), has appointed Steve Davis as president. In his new role, Davis will work alongside Safemark CEO George Oelschig to implement growth and profitability initiatives across multiple channels and markets.

“Steve is a visionary leader with significant accomplishments as a CEO, general manager, and chief strategic sales and marketing officer for both public and private companies,” said Oelschig. “I have known and watched Steve in action for over ten years and I’m extremely excited that he has joined our team.”

Davis brings more than 15 years of industry experience having previously served as CEO of Digney York Associates, a construction management organization providing renovation and project management services to upscale and luxury hotels. Prior to Digney York, he was general manager for the hospitality division at HD Supply, a leading wholesale distribution company serving multiple industries. For nearly 20 years earlier, Davis held multiple executive leadership positions at Konica Business Technologies, a worldwide leader in advanced imaging and networking technologies.



“Safemark is at the forefront of guest security solutions and one of the industry’s most respected brands,” said Davis. “I am excited to lead this dynamic team and look forward to building on our great [customer service](#) reputation. Our new [Best Lockers](#) division provides a vehicle to assist hospitality clients with back-of-the-house, poolside, health club, and convention center lockers. Marching forward, we’ll continue to adopt new technology and weave innovative products into our portfolio while expanding our geographical footprint.”

Safemark safes include the industry’s most comprehensive audit trail and are sized to accommodate multiple valuables including 17” laptops. As an added peace of mind, all Safemark safes include a limited 5-year manufacturer’s warranty and an exclusive \$10,000 warranty against forced entry. Best Lockers, a division of Safemark, is the prominent provider of electronic lockers to the amusement, water and ski resort industries.

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### **[Regarding Safemark](#)**

Since 1983, Safemark has provided the hospitality industry with guest room safe technology, combining innovative designs with user-friendly operations. Approved and utilized by 39 of the top 40 hotel brands, and with over 800,000 safe installations, Safemark’s products include the industry’s most comprehensive audit trail designed to protect guests’ valuables and shield hotels against alleged losses. Safemark’s vast array of safes are available around the world and supported 24/7. An added measure of peace of mind is Safemark’s five-year manufacturer’s warranty and exclusive \$10,000 warranty against forced entry on all safes. New in 2011, Safemark has teamed with Privacy Logic™ to introduce SPEYEGUARD™ stationary covers, an innovative solution developed to eliminate all forms of peephole tampering. Safemark’s newest solution, GoPod™ electronic lockers, provide a one-stop sales and rental center for lockers, tubes, cabanas, strollers and more. For additional information, call 800-255-8818 or visit [www.safemark.com](http://www.safemark.com).