



APG Cash Drawer Promotes Creative Maven for Expanded Marketing Focus

FOR IMMEDIATE RELEASE:

Minneapolis, Minnesota- April 10th, 2013- APG Cash Drawer is pleased to announce Breanna Brown as the new Creative Marketing Ambassador. In her new role, she will spearhead APG's marketing communication initiatives. Formerly serving as a Marketing Coordinator at APG, Brown assumed her new position effective March 1st, 2013.

Brown will be in charge of aligning marketing opportunities and collaborating with channel partners, corporate branding, press, and social media relations. This is a new strategic position at APG, and it demonstrates a commitment to expanding areas of their expertise – a benefit to customers overall. “2013 marks a pivotal time for the payments industry,” stated Brown. “APG is developing cutting edge mobile solutions—it’s an exciting time for us. By using a unique mix of marketing tactics and growing our POS business relationships, we can help other ISVs, VARs, and Vendors by jointly promoting innovative bundled solutions. APG’s growth strategy is impressive, and I’m appreciative of their dedication and investment in employees.”



“We are expanding our presence worldwide,” stated Stephen Bergeron, V.P. of Global Marketing at APG. “In the age of mobile POS, our industry has evolved rather rapidly. Adaptability has been key. Breanna has tackled projects with remarkable agility. She has played an integral role in defining our marketing approach as a provider of mobile cash drawer solutions, which is important as we accelerate into our next phase of growth.”

Brown came to APG in March of 2009 as a Marketing Intern. Her strong design background and innovative marketing strategies have successfully positioned APG as a trailblazer for social engagement and creativity in the POS industry. “The way customers interact with us now is different than it was five years ago,” stated Bergeron. “It’s imperative for companies to have someone manage those relationships on the many different platforms/levels. We’re thrilled to have Breanna in this new role,” stated Bergeron.

About APG Cash Drawer, LLC - APG manufactures a broad range of high-quality cash drawers and other related products for thousands of customers throughout the world. During its 34+ year history, APG has built a reputation as the supplier of choice for highly durable and dependable cash drawers. To learn more about APG's products, visit <http://www.cashdrawer.com> or call us at 763-571-5000.

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