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**Platinum Advanced Technologies Names Mark Larson  
Vice President of Account Management**

St. Petersburg, FL, April 25<sup>th</sup>, 2008... Mark has played a significant part at Platinum for two years now. His new title better reflects his current role at Platinum. Mark is responsible for the smooth workflow process and coordination from the sales staff to design corner, manufacturing, shipping, delivery and accounting. He will also be responsible for all In-House Accounts/Large Corporate Customers.

He is a skilled and talented organizer, and has managed both distributor and factory sales teams. In addition, he has designed and implemented marketing and sales plans responsible for rapidly increasing revenues throughout his career. Specifically, as International Sales Manager, Mark increased sales at Hired Hand Manufacturing, Inc., the leading manufacturer of environmental controlled agricultural confinement systems by more than 50 percent in three years, despite worldwide Bird Flu fears. Previously, he provided similar gains at Farmtek, a leading supplier of agricultural and horticultural buildings, and Wallace International, an exclusive distributor of agricultural equipment.

Mark is particularly adept at designing product information programs for customers. He has produced more than 50 trade show exhibits worldwide and has trained hundreds of sales professionals.

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Mark holds a B.A. Degree in Business Administration from North Park College in Chicago, where as a senior he was president of the Student Body. He also attended the Language Institute in Medellin, Colombia, S.A where he learned to speak fluent Spanish.

“I’m looking forward to continuing my efforts in assuring builders and architects are comfortable while using our new and innovative building technology, and to see that each sale is processed smoothly,” Mark said about his new position.

Platinum manufactures steel and fiber-reinforced polyurethane products that combine structural strength and insulation in a single building component for walls, ceilings and roofs. Headquartered in St. Petersburg, Florida with manufacturing in Slocomb, Alabama, Platinum Technology™ is being used all over the Southeast to provide stronger, energy efficient, decay resistant, clean and healthier, faster and easier to build homes. Visit [www.platinumadvanced.com](http://www.platinumadvanced.com) for further information on Platinum’s innovative technology.

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Note to Editor:

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