



LEVENTHAL
LTD.

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PRESS RELEASE Leventhal Ltd.

LEVENTHAL NAMES TURINO AS VP NATIONAL SALES/ PROMOTES MELNICK TO VP NATIONAL ACCOUNTS

June 10, 2010 – Fayetteville, NC – Leventhal Ltd. is pleased to announce that *Joe Turino* has joined the Leventhal Team as Vice President in charge of National Sales, effective June 14th. Joe comes to Leventhal with strong uniform industry credentials. He held senior level roles, including sales, sales management and marketing at Fechheimer Brothers Company for 29 years. He has spent more than half of his life in the uniform industry and his extensive knowledge of the business is excelled by very few. Joe will be working with the Leventhal uniform dealers, and local, state and federal agencies and provide all with the superior service they have come to expect from Leventhal. He will have the entire national sales team working with him and will be moving to the corporate headquarters in North Carolina shortly.

In other news, Leventhal is also very pleased to announce that *Larry Melnick* has accepted the newly created position of Vice President in charge of National Accounts. Recognizing the importance of major accounts in both the Public and Private sectors within our industry, Larry, will bring his extensive knowledge and experience in the industry and is the perfect person to lead this effort to expand the focus of Leventhal's business into the Imagewear market. Mr. Melnick has been with the company for more than a decade.