

Press Release

SureWerx Appoints Chris Baby as Chief Executive Officer

Company is poised for ongoing business and brand development with newly installed leadership

VANCOUVER, BRITISH COLUMBIA (March 7th, 2016) – SureWerx (formerly JET Group), a leading supplier of professional tools, equipment and safety products for workers across North America, announced today the appointment of Chris Baby as Chief Executive Officer effective immediately. Baby previously held the position of President & Chief Operating Officer of the JET Group.

“As our company continues to undergo significant transformation, there is no better person to lead SureWerx into its next stage of business legacy than Chris Baby,” said Robert Blair, Chairman of the Board of Directors, SureWerx. “Chris is a proven leader who has inspired confidence in all the stakeholders at SureWerx, while increasing the breadth of our product offering, managing several acquisitions, recruiting a number of seasoned executives, and positioning the company in North America on a more solid and resilient platform with which we can go forward confidently and aggressively.”

Since joining the company in 2009, Chis has spearheaded major strategy and technical developments, most notably his leadership in implementing a highly successful five-year strategic plan to expand the Company and product offering throughout North America. Chris currently serves as Director on the SureWerx Board as well as a Board Director for the FIOSA-MIOSA Safety Alliance of BC. He previously served as General Manager for Canfor-LP and Weldwood of Canada, respectively.

“SureWerx is a company that is making significant advances in the Industrial and Automotive Aftermarket segments to bring professional tools and safety equipment to workers across North America and around the globe. I’m honored to continue to lead our company into the future,” said Baby. “I’m extremely optimistic about the opportunities ahead and will work with our skilled team of SureWerx employees to accelerate our current momentum of expanding our offerings into new strategic markets, while at the same time pursuing complementary acquisitions that augment our growth. We want all of our distributor partners and the end users of our products to experience tangible value for the products and services we offer and we will continue to enhance that proposition vastly over the coming years.”

For more information about SureWerx, please visit <http://surewerx.com>.

About SureWerx

Headquartered in Vancouver, Canada, SureWerx™ is a leading supplier of professional tool, equipment and safety products for workers. SureWerx markets its products in Canada under the JET®, Strongarm®, ITC®, STARTECH®, Pioneer®, Ranpro®, PeakWorks®, and Sellstrom® brands, and in the United States under the American Forge & Foundry®, Pioneer, Ranpro, PeakWorks, and Sellstrom brands. SureWerx offers an unparalleled access to its brands through its partner distributor network servicing the industrial, construction, safety, and automotive aftermarket in North America. SureWerx is owned by Penfund, one of Canada’s oldest independent private equity firms. For more information, please visit us at www.surewerx.com or www.surewerx.ca.

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