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News Release

Trendex Appoints General Manager in Mexico

Trendex North America announced today that it has hired Daniel Rodriguez to be the General Manager of Trendex's Mexican Division. Mr. Rodriguez, who will manage Trendex's Mexico City office, will be responsible for Trendex's marketing and client service in Mexico.

In commenting on Mr. Rodriguez's new position Randy Harris, President of Trendex North America noted "I am very proud that Daniel has joined Trendex for two reasons. First, I have known Daniel for ten years as we worked together when he was Vice President of Marketing and Strategic Planning for Avon Mexico. In that capacity Daniel always exhibited a high degree of professionalism. Second, Daniel's hiring also allows Trendex to upgrade its Mexican client servicing capabilities.

Trendex North America, headquartered in Toledo, Ohio is a marketing information company that specializes in the Canadian and Mexican soft goods market.

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TRENDEX NORTH AMERICA
3454 OAK ALLEY CT Suite 400
TOLEDO, OHIO • 43606
Phone: (419) 531-1366
Fax: (419) 531-2323
E-mail info@trendexna.com

MNR-1086

TRENDEX MEXICO
PRÓL. ABASOLO 305 – 30
COL. VALLE ESCONDIDO
MÉXICO, D. F. 14600
Teléfono: (5255) 5641-9840
Celular: (04455) 5437-9891
E-mail info@trendexmexico.com