



C r e a t i v e R e s o u r c e s

NEWS INFORMATION

FOR IMMEDIATE RELEASE

REPRESENTING: Dean Industrial Enterprises

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DEAN INDUSTRIAL RECEIVES DISTINGUISHED DISTRIBUTOR AWARD FROM LINCOLN

FRESNO, Calif. . . . Dean Industrial Enterprises recently was honored with the Lincoln Industrial Distinguished Distributor Award for 2010. This award is bestowed upon select Lincoln partners that meet specific sales and marketing criteria for the year.

To qualify for this distinction, a distributor must achieve the following high standards:

- Exceed sales quota by at least 10 percent
- Maintain sufficient inventory to quickly serve customers
- Actively promote Lincoln product and brand
- Establish and successfully execute business plan
- Act as a partner in Lincoln's growth strategies and business plans

Dean Industrial, a family-owned business located in Fresno, Calif., was founded in 1959. The company supplies goods and services to the agricultural, industrial, petroleum, heavy construction, manufacturing and food processing industries.

Established in 1910, Lincoln is a world leader in the manufacture and sale of lubrication and pumping equipment for use in vehicle service and industry. Lincoln headquarters are located at One Lincoln Way, St. Louis, Mo. 63120-1578.

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