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## NEWS RELEASE

FOR IMMEDIATE RELEASE

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### **Roto Frank of America Selects PRYSM Marketing as East Coast Representative**

CHESTER, CT-- March 4, 2008-- Roto Frank of America, Inc., the premier manufacturer of window and door hardware, announced that effective March 17, 2008, PRYSM Marketing, Inc., Doylestown, PA, will represent Roto on the East Coast.

PRYSM Marketing, Inc., who specializes in selling window, door and insulated glass components, will represent Roto and service customers in 21 eastern states.

According to Greg Koch, President and CEO of Roto Frank of America, Inc., "PRYSM's extensive technical knowledge and experience in the window, door and insulated glass industry, combined with their reputation for excellent and personal customer service, all played a major role in our decision to have them represent us in the marketplace."

"All of us at PRYSM Marketing are excited about the opportunity to represent Roto Frank of America in the marketplace," says Ed Robinson, President and founder of PRYSM Marketing, Inc. "We look forward to selling their innovative products for many years to come," he continues.

**Roto Frank of America, Inc.**, Window and Door Technology Division, is headquartered in Chester, CT. The company was founded in 1979 and

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manufactures and markets window and door hardware to manufacturers in North America. Characterized by Roto's distinctive German quality and durability, the comprehensive line includes: casement and awning operators, hinges, locking systems, sliding and hinged door hardware, as well as all of the European hardware options. In addition to this wide product offering, Roto provides personal services, research and development and a true commitment to offer ***Real Advantages*** to its customers.

Established in 1989, PRYSM Marketing, Inc., markets component parts and related products to manufacturers of windows, doors, and insulated glass in the Eastern United States focusing on technical assistance and premium service to customers. Territories are serviced by a team of inside and outside sales professionals. PRYSM's corporate office is located in Doylestown, PA. Sales office locations include, Hartford, CT; Rochester, NY; Pittsburgh, PA; Elkhart, IN; and Salisbury, NC.

For more information about Roto's services or the new I-Lock™ window sash hardware, X-Drive® casement hardware, TITAN™ sliding patio door lock, or Patio Life® sliding door hardware, please contact, Roto Frank of America, Inc., toll free 1-800-243-0893 or visit [www.rotohardware.com](http://www.rotohardware.com)

For more information about PRYSM Marketing, Inc., please contact, Ed Robinson at 800-697-7976 x25 or visit [www.prysm-marketing.com](http://www.prysm-marketing.com)

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