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Cultivate Agency

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TriStar Metals Expands Sales Team

(Boyd, Texas) June 10, 2011 – TriStar Metals, a Texas based stainless steel animal equipment company, recently added two new members to its sales team, Vanessa Parker and Tim Nichols. TriStar Metals is proud to welcome them both to help guide the company's continued growth in both divisions of TriStar Vet and Direct Animal Products.

Parker, a graduate from Texas Tech University, brings extensive sales and marketing background of the canine industry. Prior to joining the TriStar team, she was Marketing/Sales Director at WETNOZ Products USA. Prior to that, Parker worked in the marketing department of Glaceau Vitamin and Smart Water.

Nichols joins TriStar with over 20 years of sales, project planning and sales forecasting experience with Coca-Cola as a District Sales manager. "His strengths will be an asset to our customer service and custom project planning," stated Ritch Batterton, President of TriStar Metals.

"Parker and Nichols are an enormous asset to the TriStar and Direct team," said Batterton. "Their extensive sales and marketing knowledge is energizing our team, and their passion for excellence and superior customer service are elevating our offerings to the next level. We are very excited to have them with us, and are continually impressed by their contributions."

About TriStar Metals

For more than 10 years, TriStar Vet continues to show its dedication to the animal care industry and animal health professionals as we have brought innovative animal care products to market. TriStar is located in Boyd, Texas and we are proud to say that all of our stainless steel products are made in the USA.

As experts in the business, our commitment to providing the animal health industry durable, high quality, innovative products continues to be our main focus in 2011. Our quality control and field testing begins with our customers. Our staff is dedicated to solving your needs, whether you are looking to update your facility or build a new one, we want to be your stainless steel equipment partner. TriStar Vet can provide inspiration and solutions for any budget with products that are built to last.

Our products are proof that we continue to set new standards and develop new features with you in mind. From our designers to our production staff we take pride in providing products of the highest quality. Almost everything we manufacture can be tailor-made to fit the dimensions for your existing or new facility. That's because TriStar customizes each order to our client's specifications, and our National Sanitation Foundation rating, ensures our clinical equipment meets the same sanitation requirements found in human hospitals. When you invest in a TriStar product, you are getting the highest quality available in the industry today. Our customer inspired stainless steel equipment is the TriStar difference. We look forward to serving you.