

For: Prolitec, Milwaukee, Wisc.
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FOR IMMEDIATE RELEASE

PROLITEC NAMES KORTEKAAS DIRECTOR, BUSINESS DEVELOPMENT FOR ASIA PACIFIC

MILWAUKEE, Wisc. (1/18/12)--Prolitec Inc., a global provider of ambient scenting technology and services, today announced the appointment of Marijn Kortekaas as director, business development – Asia Pacific.

In his new position, Kortekaas, who is based in Melbourne, Australia, will be responsible for the recruitment and account management of Prolitec Certified Service Providers in Asia Pacific, with an emphasis on China.

Kortekaas joins Prolitec from Air Aroma International in Melbourne, where, since early 2007, he held a series of account management positions responsible for developing a distribution network in Asia Pacific, the Middle East and, most recently, Europe. Prior to that, from 2001, he held account management positions of increasing responsibility with Nike in Europe and, later, in the company's Melbourne-based Pacific region. The Melbourne resident earned a BA degree from NHTV Breda University of Applied Sciences, the Netherlands, in 2000.

"Prolitec has made good progress in expanding our services into Asia, where there is a confirmed appetite for leading ambient scenting technologies," said Roger Bensinger, executive vice president, business development and marketing. "Marijn Kortekaas is a proven industry veteran who will maximize our opportunities in the region. We are very pleased to add him to an already strong international business development team."

"I am very excited to join Prolitec and drive the huge opportunities that exist for its services within the Asia Pacific region," commented Kortekaas. "I am eager to contribute to Prolitec's impressive track record of delivering top notch scent marketing services."

Prolitec is a global provider of ambient scenting technology and services to retail stores, hotels, casinos, assisted living communities, offices and other locations. Headquartered in Milwaukee, Wisconsin, USA, Prolitec provides scent marketing services in the U.S. directly to major brands such as Abercrombie & Fitch, Hollister and Disney. Prolitec also provides services in 56 countries around the world through certified service provider partners.

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