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FOR IMMEDIATE RELEASE

ANCHOR GROWING STRONG

While it is natural for companies to pull back during an economic downturn, Anchor's approach is to push forward with new innovative product and continue hiring in strategic positions, while focusing on process improvements to prepare ourselves for things to come.

Anchor is investing in the future of the company, the industry and our customers. First, Anchor has recently hired five new internal salespeople. Second, Anchor has hired a new manufacturing field representative to help grow its southwest markets. Third, Anchor is pursuing new field representatives to penetrate the west coast market. These additional salespeople are an essential piece to Anchor's aggressive growth plan. Watch for more information soon.

In addition to new salespeople, on June 2, Anchor welcomed its new Vice President of Product & Business Development/CMO to the team. Phil Piccolo comes to us with over 20 years of product management and marketing experience. His most recent accomplishments were with a \$150+ million company where he held positions including: Marketing Manager, Director of Corporate Marketing, Vice President of Marketing and finally Executive V.P. of Business Development. Product and brand development will play an integral part of Anchor's future and having Phil lead the charge is very exciting.

When asked his thoughts on the future of Anchor Industries, Vice President of Sales, Mark Winchester said, "As Anchor prepares to launch the next 100 years of success we are creating a team that will allow us to provide critical focus on the next generation of product and business development. Further, we are very serious about finding key targets that will add additional strength to our already solid business model. To this end, we have hired a very capable V.P. of Product and Business Development/CMO who will help us with product life cycle management, new product development, branding, and future acquisition targets. Anchor's growth over the past several years has put us in a position to begin to look at strategic acquisitions that will expand our capabilities, improve our market share position, and ultimately bring added value to our customers. The recent expansion of our sales channel and the hiring of Phil Piccolo are the first steps in paving the way for the new sales channel opportunities and additional hiring we have planned in the future. It is a very exciting time to be a part of what Anchor Industries will be bringing to the industries we serve."

Anchor Industries Inc. has been a leading manufacturer of outdoor recreational and industrial fabric products since 1892. Headquartered in Evansville, Indiana, Anchor has over 450,000 square feet of manufacturing space and employs over 400 skilled craftsmen.

For more information on Anchor Industries Inc., visit the all new www.anchorinc.com or call us at 812-867-2421 or 800-544-4445.