

**FOR IMMEDIATE RELEASE**

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**Central Life Sciences Announces Promotions and Additions to Expanded  
Zoëcon Professional Products Sales Team**

**Schaumburg, Ill., April 20, 2015** –Central Life Sciences today announced three promotions and three new additions to its Zoëcon Professional Products sales team. Ed Bredemeyer and Loren Cunnington have both been promoted to the role of Director of Sales, and Mel Whitson has been promoted to Senior Field Technical Service Manager. The three recent hires include Gary Ross, Region Manager for the South Central Region; Bill Barrs, Region Manager for the Florida Region and Eric Picard as Region Manager for the Northeast Region.

“With the recent expansion to our product line and significant sales growth we’ve experienced in the last couple of years, these changes to our growing staff make us better positioned to accommodate our customers and deliver the same level of service they’ve come to expect,” said Larry Smith, Senior Director of Sales for Central Life Sciences. “Ed and Loren bring a great deal of experience and leadership to their roles, and Mel’s unrivaled technical knowledge makes him a natural fit in his new position. We’re also excited to welcome Gary, Eric and Bill to the team.”

**New Roles Include:**

**Ed Bredemeyer:** Bredemeyer, most recently acting as Region Manager, South Central Region, brings more than 17 years of industry experience to the role of Director of Sales, Western Region. Bredemeyer is a graduate of Texas A&M University and resides in San Antonio. Bredemeyer will work with the western sales team to grow Zoëcon’s account business and drive strategic company growth.

**Loren Cunnington:** Formerly Region Manager for the Midwest Region, Cunnington was promoted to Director of Sales, Eastern Region. In this role Loren will lead the company’s sales team in the Eastern half of the United States with a renewed focus on service and growing both existing and new relationships. Cunnington, a nine-year veteran with the Zoëcon Professional Products sales team, holds a degree in Turfgrass Management from Michigan State University and currently resides in Zionsville, Ind.

**Mel Whitson:** Transitioning from his position as Region Manager for the Florida Region, Whitson will now act in the newly-created role of Senior Field Technical Service Manager. A member of the Zoëcon Professional Products team for 12 years, Whitson will now be responsible for product research including field studies and working with the product development team. Whitson graduated from the University of Florida with a bachelor’s degree in Entomology and Nematology with a specialization in Urban Pest Management and lives in Palm Bay, Fla.

**New Hires Include:**

**Gary Ross:** Ross comes to the Zoëcon Professional Products sales team as Region Manager for the South Central Region and will oversee national sales of Rotenone. Ross has more than 30 years of experience with Envincio LLC (formerly Prentiss LLC), a company recently acquired by Central Life Sciences. Ross has a degree in Technical Horticulture from Texas State Tech, and he currently resides in Fort Worth, Texas.

**Bill Barrs:** Barrs brings nearly 30 years of industry experience with Univar USA to the role of Region Manager for the Florida Region where he will oversee professional pest control and vector sales. Barrs holds a bachelor's degree in Entomology from the University of Florida, and currently lives in Tampa, Fla.

**Eric Picard:** Picard joins the Zoëcon Professional Products sales team as the Region Manager for the Northeast Region. He will oversee professional pest control sales in the region while current Region Manager, Jeff O'Neil, will now focus exclusively on vector sales. Picard has served as Sales Representative for both Univar USA and Essco, and he graduated from the University of Massachusetts with a concentration in Psychology and Communications. He currently resides in Danvers, Mass.

**About Central Life Sciences**

Central Life Sciences products are a part of Central Garden & Pet. Central Life Sciences is dedicated to creating healthier environments and making life better for people, plants and animals around the world. As inventors of insect growth regulator technology more than 35 years ago, the founders of Central Life Sciences pioneered biorational pest control: using the insect's chemistry as a means to reduce pest populations.

For more information about the Zoëcon Professional Products division of Central Life Sciences, please visit [www.zoecon.com](http://www.zoecon.com) and "Like" us at <https://www.facebook.com/ZoeconProfessionalProducts>.

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