



For additional information:

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RYKO SOLUTIONS ESTABLISHES DIRECT SALES AND MARKETING

SUPPORT THROUGHOUT CENTRAL AND NORTHERN FLORIDA

Mid-Florida Car Wash's Chris Lee Joins Ryko as Southeast Area Manager

GRIMES, IA (August 29, 2011) – Ryko Solutions, Inc., North America's largest manufacturer of car wash equipment and a major provider of service support and chemicals to the industry, has announced that it will now go direct with sales and marketing support to complement its established service team in Central and Northern Florida. This represents a mutual decision with Mid-Florida Distributing to discontinue the distributor agreement between the companies. Ryko has also announced that Chris Lee, sales manager for Mid-Florida Distributing, has joined the company with sales responsibilities in the Southeast United States.

“We are excited to bring Ryko Solutions' comprehensive program for building greater car wash profitability directly to customers in Central and Northern Florida,” explained John Gallo, Vice President of Sales for Ryko Solutions, Inc. “Our exceptional team on the ground – including Chris Lee and our existing service technicians – has decades of industry experience our customers have found invaluable in generating expanded revenue from their operations.”

“I’m very pleased to be joining Ryko at this time because it is clearly the leader in defining the growth opportunities for car wash operators in our industry as a result of its investments in new product development as well as delivering superior operational support,” explained Lee. “Ryko’s commitment to total cost of ownership and improved profitability is aiding both established industry professionals as well as new investors realize maximum return from their car wash businesses.”

Ryko Solutions, Inc. is the largest provider of managed car wash systems in North America, offering an integrated, end-to-end clean vehicle solution consisting of equipment, chemicals, a national technical services organization and consumer marketing programs. The company’s primary focus is creating maximum profitability in car wash operations for gas/convenience stores, private investors, land developers and auto dealers. Headquartered in Grimes, Iowa, the company has been in operation since 1973 and employs over 360 people throughout North America.

For additional information about Ryko, please visit www.ryko.com or call 515/986-3700.