



CONTACT:
Stacey Corbett
Marketing Services
Ryko Manufacturing
(515) 986-3700
scorbett@ryko.com

RYKO MANUFACTURING NAMES NEW CHIEF EXECUTIVE OFFICER

GRIMES, IA - (March 3, 2011) – Steven A. L’Heureux has been appointed Chief Executive Officer of Ryko Manufacturing Company of Grimes, Iowa, a leading manufacturer and servicer of automated car wash systems, succeeding Tom Carleton who will remain with the company during the transition period. Mr. L’Heureux joins Ryko from Noritsu America Corporation where he was Chief Operating Officer, leading the company through a transition from being a hardware centric manufacturer to a customer centric, services-oriented organization that was focused on building high growth market opportunities for entrepreneurial businesses.

“When we acquired Ryko in December, 2010, we saw an organization that possessed a great foundation in proprietary car wash technology, respected products, excellent service delivery, and the potential to reach a worldwide audience of industry partners and individual entrepreneurs with compelling new business models,” explained Troy Templeton, managing partner of Trivest Partners. “Steven L’Heureux has seized upon that vision with us and is prepared to orchestrate a strategy that is focused around profitable growth for Ryko, its partners and customers.”

Prior to Noritsu, L’Heureux had been involved for more than 15 years in the executive leadership of several manufacturing and service companies where he has been recognized as a catalyst for growth and transformation.

“Ryko is a tremendous American success story that has been built from the ground up by a team that is passionate about designing and manufacturing car care products and services that deliver exciting growth opportunities for our customers,” said L’Heureux. “Looking forward, we plan to leverage the recent investments we’ve made in product development and engineering to bring forward creative technology and support packages that enable our customers to grow their car wash revenues and profits.”

ABOUT RYKO MANUFACTURING: Ryko is the largest manufacturer and car wash service provider in North America. The company supplies and services a full line of friction and touch-free rollover car washes, along with conveyor, drive-through, and self-service car wash systems. Ryko also offers and supports a comprehensive range of car wash support systems including chemicals, water quality, activation, payment, doors, and vacuums.