



### **Braas Company Leadership Transition Announcement**

The Board of Directors of Braas Company is pleased to announce that a planned leadership succession process will take effect on Monday, July 11, 2011. Today Brad Morris, who has served the Company in various roles for more than 26 years, including the last 6 years as CEO, is announcing his retirement from his role as President/CEO, effective July 11. Brad will remain at Braas as Executive Chair through January 2012 to assist in the transition. Succeeding Brad as CEO will be Mr. Joe Schwartz, who has served on the Braas Board of Directors for the past 3 years. At the same time Braas Company is pleased to announce the appointment of Mr. Matt Gallagher as President of Braas Company, and Mr. Ray Robbel as Chief Operating Officer.

In addition to serving on Braas' Board of Directors, Joe Schwartz has held numerous relevant positions in automation and related industries, as well as entrepreneurial experience. From a career base of engineering and technical sales, Joe went on to leadership functions in sales, marketing, e-commerce, and strategic planning, and ultimately P&L management, notably at Honeywell, TURCK, and others. Joe has a BS in Mechanical Engineering from Purdue and an MBA from Washington University in St. Louis.

Matt Gallagher has been with Braas Company since 2003 including responsibilities as a Territory Manager, and most recently Vice President of Branch Operations where he has successfully grown overall sales, notably that of our primary product lines. Matt holds a BS in Mechanical Engineering from the University of South Florida and a Masters in Management Technology from University of Miami.

Ray Robbel joined the Braas Company leadership team in 1992 as its Controller. During his 19 years since, Ray has also served as Territory Manager, CFO, and most recently VP of Operations. Ray has also served as co-Trustee to the Company's Employee Stock Ownership Trust for the past 15 years. Ray holds a Bachelor's degree in Accounting from Rockford College and is a graduate of the Carlson School of Management MMI Program. Ray is also a CPA

Jim Hennen, who has served as VP of Sales at Braas for several years, will continue in this role and report to Matt Gallagher.

In announcing his retirement, Brad expressed deep gratitude to fellow employee-owners who have carried on the traditions and values of the Company's founder, Mr. Jim Braas, while at the same time adapting and growing to serve the evolving needs of today's clients. Noting that 2011 marks the 50<sup>th</sup> anniversary of Braas Company, Brad commented that having been part of Braas for over half of its history has been a tremendous privilege, and that it also seems a very fitting time to turn over the reins to a new generation of proven leaders who can build on the foundation provided by Jim Braas.

Finally, the Board is also announcing the addition of Dee Thibodeau to the Board effective immediately. Dee's appointment is intended to provide a smooth transition as Mary Ann Donahue, current Board Chairman anticipates her retirement from the Board in the near future. Dee is currently CEO of Charter Solutions, a health care services information company in Plymouth, MN. Dee's work experience includes top executive positions in several companies in the technology and financial industries since 1986. Throughout her career Thibodeau has served on boards of directors in more than a dozen different companies, trade associations, and non-profit organizations, including the Minnesota High Tech Association.

These leadership changes reflect the strong intention of the Board to not only effect a smooth transition, but to position Braas for an even stronger future as we grow our product sales, and expand our reach and offering as a premier distributor in the industry.

The Board of Directors of Braas Company

June 27, 2011