



**FOR IMMEDIATE RELEASE:**

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**Zepol Corporation Names Mark Segner Vice President of Sales**

Minneapolis, MN, March 1<sup>st</sup>, 2011 — Zepol Corporation, [the leading trade intelligence company](#), today announced the appointment of Mark Segner as Vice President of Sales. Segner joins the Zepol management team to lead its Account Executives and play a primary role in developing growth strategies for Zepol's trade intelligence tools.

“During the next 12 months, Zepol will be greatly expanding both our product offerings and our market presence.” stated Paul Rasmussen, CEO & President of Zepol Corporation. “To do this effectively, we knew we needed to bring onboard an individual with vast experience growing companies and managing teams to lead our sales force. Mark Segner is the person that fits this role and I firmly believe that he will take our company into the future.”

Mr. Segner has nearly twenty years of strategic and operational experience in the manufacturing arena. Previously, Segner led Nott Company's Rubber Fabrication Division for eleven years, growing sales volume over 400%. His background makes him uniquely aware of how importers and manufacturers use Zepol's tools to find suppliers, understand market opportunities, and strategically anticipate and react to competitive changes.

**About Zepol Corporation:**

Zepol Corporation is a Minnesota-based company working to provide the most complete and up-to-date trade data to organizations around the world. Zepol provides industry leading trade data tools, TradeIQ™ and TradeView™, for analyzing the United States trade marketplace. TradeIQ™ is an up-to-date U.S. Customs import Bill of Lading database and is available through an online interface. TradeView™ provides access to U.S. Census data to visualize the import and export economy.

Zepol's user base includes over 1,000 subscribers representing the leaders of every trade related industry. Our customers are the most important players in the international trade community. Users include leading transportation executives, supply chain professionals, competitive intelligence practitioners, and intellectual property attorneys at:

- Over 40 of the Fortune 500
- 4 of the top 10 Port Authorities by Volume
- 7 of the top 10 Freight Forwarders
- 2 of the top 3 Fruit Importers
- 9 of the top 20 Chemical Companies

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