

PRESS RELEASE

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World Factory, Inc in Dallas Texas continues to improve and invest in sourcing and logistics with the recent hiring of Brian McGrath.

Dallas, Texas - November 23, 2009

We are pleased and excited to welcome Brian McGrath as our new Director of Product Development. Brian brings to World Factory a background consisting of five years of sourcing and logistics experience from both, Northern and Southern Asia, South America and Europe along with extensive engineering and development skills. Mike Green, Vice President of Product Development at World Factory said, "The knowledge and expertise of sourcing and logistics out of China that Brian has make him a great addition to the World Factory Product Development Department."

Please join us in welcoming Brian and in wishing him success at World Factory.

