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BOB BATTISTA JOINS MIRRORMATE® AS VICE PRESIDENT OF COMMERCIAL SALES

CHARLOTTE, NC (February 15, 2010) – MirrorMate®, the leading manufacturer and retailer of custom frames for plate glass bathroom mirrors, today announces that it has named Bob Battista Vice President of Commercial Sales and National Sales Manager.

“Bob brings extensive experience in the framing business and a proven sales track record,” says Lisa Huntting, President of MirrorMate. “His primary responsibility focuses on sales of our retro-fit frames and fully-framed mirrors to the commercial sector, including hotels, resort/timeshares, multi-family, condominiums and office buildings.”

Bob comes to MirrorMate from Larson-Juhl, Inc., a Berkshire Hathaway company that designs, manufactures and distributes fine custom frames to retailers, art galleries and businesses engaged in custom framing. There he served as General Manager of the Greensboro, NC and Huntsville, AL distribution facilities, overseeing sales and operations for the company’s top performing locations. Bob also held positions as VP of Sales and Sales Representative for Larson-Juhl, Inc. Battista holds a Bachelor of Arts from Northland College in Ashland, Wisconsin.

“Bob is an excellent fit for MirrorMate as he hails from Larson-Juhl, an organization like ours, where great pride is taken in excellent, personalized customer service,” says Huntting.

About MirrorMate LLC

Headquartered in Charlotte, North Carolina, MirrorMate LLC was founded by Lisa Huntting, who invented the company’s flagship product, the MirrorMate® frame, as a design solution for the bare mirrors in her own home. As the original and industry leader, MirrorMate frames are patented in the U.S. with additional patents pending Canada. For retail and wholesale information, as well as a MirrorMate demonstration video, please visit www.mirrormate.com and for commercial information, visit www.mirrormatecommercial.com. MirrorMate can also be found at www.twitter.com/mirrormate and www.facebook.com/mirrormateframes.

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