

# An important announcement from...



**Modern Ice has learned of Leer's continued focus on improving customer service to its distribution and for its distribution customers via the following announcement:**

**NEW LISBON, WI;** June 30, 2009 – Leer Inc., the world leader in Ice Merchandisers and the manufacturer of Custom Walk-in Coolers & Freezers under the Leer and Carroll Cooler brands has named Jeff Rastocan as its new Vice President of Sales and Marketing.

Leer sells products nationally as well as internationally. By adding a seasoned sales & marketing executive, Leer is bringing a renewed sense of urgency to growing YOUR business while improving the ease of doing business with Leer and Modern Ice. "The expansion of our sales and marketing team further strengthens our ability to meet the needs and goals of our customers," noted Scot Harvey, President of Leer. "Jeff Rastocan's experience in sales and marketing will greatly benefit our customers, our sales network, and strengthen our already strong team."

Before joining Leer, Mr. Rastocan worked at Chula Vista Resort as the New Business Development Executive. Prior to Chula Vista Jeff oversaw the sales and marketing efforts at Penda where he built a strong team, increased customer satisfaction and worked to bring numerous new product innovations to market. He and his team won numerous industry awards including Frost and Sullivan's – Marketing Strategy Award. Jeff gained additional sales and marketing experience with Tenneco Automotive and Ontario Drive and Gear.

Mr. Rastocan has a BBA in Marketing Management from the University of Toledo, Toledo OH. He and his wife Tracy reside in Sun Prairie, WI with their two sons.

**Modern Ice is the leader in representing the Leer brand to the packaged ice market. Modern Ice invests in a vast inventory of merchandiser and parts, finance programs, and creative marketing solutions for merchandising to assist any client. This is supported by a friendly, positive staff ready to work with you!**



## HAVE ANY QUESTIONS? NEED HELP? CALL US!



**WE HAVE LEER MERCHANDISERS IN STOCK READY TO SHIP TODAY!**

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