

FOR IMMEDIATE RELEASE

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Tailored Label Products, Inc. Names Jeff Kerlin President and COO

MENOMONEE FALLS, WI (Jan 27, 2014) – Tailored Label Products, Inc. (TLP), manufacturer of high-performance labels, tags, and die-cut adhesives, announced today the promotion of Jeff Kerlin to President and COO. Kerlin has been a nine-year member of the TLP executive management team and most recently became a part of the ownership group.

Given Kerlin's strong leadership and industry experience, he will be responsible for the day-to-day management of TLP, overseeing execution of all go to market and operational activities ... ultimately enhancing the TLP brand and services.

"Jeff's dedication to product development and his strong history of supporting our key partners is a great foundation for his new expanded role," said Tailored Label Products CEO, Mike Erwin.

"Jeff brings over two decades of label production, product development and marketing experience, along with a gift for 'building our special culture'", said Erwin. "I have tremendous confidence in Jeff's ability to take TLP to the next level in operational excellence and customer experience."

Prior to TLP, Kerlin co-owned a digital print company that pioneered new label printing technologies in prototype and short-run label markets. He also served for over eight years as the Director of Manufacturing for a large label group in the region.

About Tailored Label Products, Inc.

Celebrating its 30th year anniversary, Tailored Label Products, Inc. (TLP) is a custom manufacturer of high-performance labels, tags, and die-cut adhesives. They provide custom engineered adhesive and label solutions for the electronics, automotive, aerospace, industrial, biomedical, medical equipment, hydraulic fluid and power industries. For more information, contact TLP at 800.727.1344 or visit www.tailoredlabel.com.

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Jeff Kerlin – President and COO
Tailored Label Products, Inc.