



PRESS RELEASE

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Powr-Flite Direct adds to Growing Staff

Fort Worth, TX - Feb 8, 2011 - [Powr-Flite Direct](#), a leading manufacturer of professional cleaning equipment, has just hired two new staffers to meet its growing needs.

David Miles will become the company's first E-Commerce Manager.

The position was created because of Powr-Flite's desire to grow their online presence and sales of floor machines, extractors, and other commercial floor care equipment.

Miles previously was with [Handango.com](#), an online and mobile distributor of "apps" and games for smartphones.

Also, Huong Pham has been hired as Powr-Flite's new Product

Marketing Manager.

Pham was previously a Senior Project Manager at [Renew Data](#), an information management company.

Her role at Powr-Flite will be to help the company optimize sales by spearheading the development of products that address the challenges of cleaning professionals.

"We are fortunate to have people with this expertise and talent on the Powr-Flite team," says Gary Pelphrey, general manager of Powr-Flite Direct. "They have fantastic track records and I believe both will prove to be great assets to the company and our industry."

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About Powr-Flite Direct

Established more than 40 years ago, Powr-Flite manufactures a full line of floor-care equipment and carpet extractors for the professional cleaning industry. Based in Fort Worth, TX, the company has over 20 patented designs and its products are recognized throughout the world for their innovation, durability, quality and performance. Their products are marketed directly to end-use customers as well as through distributors

throughout the North America, Europe and the Far East.

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