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News Release
FOR IMMEDIATE RELEASE



Richard D. Hersey
Senior Director of Business
Development, Personal Care

Placentia, CA (January 5, 2015)

Coast Southwest is pleased to announce that Richard D. Hersey has joined the company as senior director of business development for personal care. He is based in Placentia, CA.

Mr. Hersey will be responsible for identifying and developing opportunities within the personal care industry, Coast Southwest's primary market segment. In doing so, he will work closely with Coast's product line managers and sales team to promote the company's specialty ingredient portfolio and to acquire new customers. Mr. Hersey will also play an instrumental role in the formulation and implementation of the company's market strategy for personal care.

"Since Rich started with Coast over two decades ago," said Joseph C. Cimo, president of Coast Southwest, "he has distinguished himself in all facets of sales, marketing, and management in chemical distribution and manufacturing. I am delighted to see him return to us."

Prior to rejoining Coast Southwest, Mr. Hersey had served as vice president of sales at ROSS Organic since 2008. Before that, he worked for seven years at Rohm & Haas Company, since acquired by The Dow Chemical Company, as senior account manager selling their personal care preservatives, hair fixatives, rheology modifiers, and sunscreen ingredients to health and beauty customers.

Mr. Hersey earned a Bachelor's degree in Business Administration with a minor in Philosophy at the University of San Diego. He also holds an MBA from Pepperdine University.

"I am excited to return to Coast Southwest and take on this new role," Mr. Hersey added. "Coast has established itself as a market leader in recent years and I look forward to demonstrating to our customers how we bring such great value with all of our far-ranging capabilities."

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About Coast Southwest

Coast Southwest, Inc. (Placentia, CA) is a leading full-service, regional chemical distribution company. From five strategic locations, we serve manufacturers and formulators of personal care and household products throughout the western United States with high-quality functional ingredients, on-time deliveries, and exceptional customer service.