



**FOR IMMEDIATE RELEASE**

**OTIS TECHNOLOGY ANNOUNCES 2011 SALES REP.  
AND SALES REP AGENCY OF THE YEAR AWARDS**

**Las Vegas, Nevada;** Otis Technology, manufacturer and industry leader in firearms cleaning systems and accessories is pleased to announce **Joe Crosby** from Ken Jefferies Associates as the 2011 *Otis Sales Rep of the Year* and **Jeff Robles and Associates** as the 2011 *Otis Sales Rep Agency of the Year*.

The criteria used to choose the *Otis Sales Representative of the Year* was all encompassing. “**Joe Crosby** took great initiative in opening new accounts within his territory, demonstrated consistent follow up with all accounts within his area as well as with representatives of Otis. He effectively used display and merchandising point of sale (POS) to significantly drive sales,” states Otis Commercial Sales Associate, Anthony Austin. “He was also instrumental in the creation of a new display unit that has been extremely effective in forwarding Otis’s position in the commercial market.” Joe Crosby and Ken Jefferies Associates Rep Agency represents Otis in the Southeast Region of the U.S.

The 2011 *Otis Sales Representative Agency of the Year* chosen had a remarkable year of sales achievements. **Jeff Robles and Associates** has exhibited a high degree of professionalism when interacting with their accounts as well as with Otis personnel. As an entire agency they are responsible for expansion within the key accounts in the Western United States and achieved the highest percentage of growth among all Otis sales agencies for the year. Otis’ Commercial Channel Manager, Frank Devlin says, “For continuously being willing to go the extra mile to satisfy our customers and Otis as a manufacturer, we are pleased to recognize Jeff and his team with this award.”

According to Mr. Devlin, “Moving into 2012, the bar has been set high. We are looking for overall expansion of our dealer business, growth in our relationships with distributors and buying groups, as well as a broadening of our product selection in key accounts nationally. Congratulations to Joe Crosby and Jeff Robles and Associates for a job well done in 2011.”

Otis Technology is known for manufacturing the most advanced gun cleaning systems available. The superior Breech-to-Muzzle® design combined with unmatched quality has positioned Otis as the gun care system of choice with the US Military. Otis Technology is **SMART GUN CARE**.

###