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SNO GEM, INC. ANNOUNCES THE PROMOTION OF
JAMES T. CARPENTER TO VICE PRESIDENT OF OPERATIONS
Crystal Lake native is promoted by McHenry-based Corporation

On Tuesday, October 4th, 2011, Sno Gem, Inc., a McHenry based corporation that specializes in the manufacturing and distribution of innovative snow retention systems for metal, slate, shingle and membrane roof systems around the world, announced the promotion of James T. Carpenter of Crystal Lake, Illinois, to Vice President of Operations.

Jim has been instrumental in the growth and development of Sno Gem. Upon joining the company, Jim's job functions included marketing, attending industry tradeshow and developing product sales. For the last ten years, he has served as the Director of Sales and Marketing, while managing a staff dedicated to the sales of the entire Sno Gem product line. 2011 marks Jim's 15th anniversary with the company. Michael V. Smeja, Founder and one of the Principal's of Sno Gem, Inc. said "We are extremely proud of Jim and his achievements."

Jim Carpenter is a native of Crystal Lake and a graduate of Crystal Lake Central High School in 1991. Throughout high school, Jim was an accomplished basketball player receiving all area/state recognition. Following his graduation from high school, Jim went on to study Business at Miami University in Oxford, Ohio before joining Sno Gem in 1997. Jim currently resides in Crystal Lake and has two children, Cade, 11 and Reece, 8.

Sno Gem snow guards are designed to protect pedestrian traffic, landscaping, gutters and mechanical equipment from snow and ice slides. Sno Gem employs a dedicated sales staff that is continually educated on the latest advancements in roofing system technology to ensure the right snow guard application for any project. Sno Gem is currently listed in the Master Specifications for the NYCSCA (New York City School Construction Authority), the NYCTA (New York City Transit Authority) and for many other companies including: HOME DEPOT, WALGREEN'S, McDONALD'S, BURGER KING, MEIJER FOOD STORES, CULVER'S RESTAURANTS, IHOP RESTAURANTS and WALMART STORES. Sno Gem also works with all divisions of the armed forces and Sno Gem products can be found on the Army Core of Engineers Headquarters in Omaha, Nebraska, the U.S. Embassy buildings in Budapest, the Exxon Mobil Corporation in Kazakhstan and the Kodiak Launch Complex in Kodiak Island, Alaska, just to name a few.

For more information on this press release, do not hesitate to contact Sno Gem or feel free to visit www.snogem.com or call (888) SNO-GEMS.

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