

NEWS RELEASE

FOR IMMEDIATE RELEASE

Digital photograph attached

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Geoff Parnell Joins Flexicell, Inc., a Virginia-Based Robotic Integrator and Automation Equipment Manufacturer, as Engineering Manager

Ashland, VA...December 17, 2009... **Geoff Parnell** has joined **Flexicell, Inc.**, an Ashland, VA-based robotic system integrator and automation equipment manufacturer, as Engineering Manager. In his new position, Parnell will manage engineering activities within the company, as well as implement and maintain engineering objectives and initiatives.

Most recently, Parnell worked with AMF Automation for eight years as Automation Engineering Manager and in New Product Development. Prior to that position, he served for five years as Project Manager for Blueprint Automation. He holds several patents applicable to the packaging industry.

Parnell graduated from Penn State University with a BS degree in Mechanical Engineering and is currently enrolled in an MBA program at Virginia Commonwealth University.

Parnell is active in the FIRST Robotics program, enjoying the role of mentor for local high school teams for the past seven years. Flexicell is a longtime sponsor of the FIRST Robotics program at the high school and now LEGO league levels.

FLEXICELL, INC.

Flexicell, Inc. is a leading robot integrator and automation equipment manufacturer in the packaging industry. The company produces a variety of innovative packaging machines and equipment, integrating robots with its own equipment to provide palletizing, case packing, carton loading and custom material handling systems.

Common elements to automation systems manufactured by Flexicell include pallet conveyors, pallet dispensers, automatic guided vehicles (AGVs), and washdown machinery; case and product conveyors; and specialty product-handling systems such as smart belts, race tracks, a variety of custom end effectors, vision inspection systems, and robot guidance systems.

Since its founding in 1992, Flexicell has established itself as a major supplier of robotic automation to many companies in food & beverage, personal care products, confectionery, frozen foods, dairy, bakery, automotive, medical, electronics, and household, among others. Flexicell is headquartered in Ashland, Virginia. www.flexicell.com

CONTACT:

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Geoff Parnell, Engineering Manager, Flexicell, Inc.

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