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### **PEER BEARING ANNOUNCES NEW SENIOR MANAGEMENT APPOINTMENTS**

PEER Bearing, a leading manufacturer of ball and roller bearings announced new roles for two members of the company's senior leadership team. Effective immediately, Reinhold Zehnter, formerly the President of PEER Bearing Company will assume the newly created role of President of Global Sales & Marketing for PEER Group. Brian Cohen, formerly Director of Mergers and Acquisition has been appointed President, NA Sales. The changes in senior management structure will allow PEER to further leverage its global expertise across all geographical areas and to continue to strengthen its customer focus and entrepreneurial spirit.

Reinhold Zehnter will lead the company's global sales and marketing, engineering, finance and IT functions and will be responsible for driving strategic business expansion for each of the company's industry focused segments, including Agriculture, Fluid, Industrial Transmission, Material Handling, Electrical and Off-highway. He will continue to develop high performing teams focused on driving innovation, efficiency and customer-facing initiatives to address customer challenges today and in the future. Prior to joining PEER, Zehnter was an associate professor of marketing and product development at the University of Schweinfurt, Germany where he had graduated in 1988 with a degree in mechanical engineering. He has more than 10 years of international bearing experience with a leading manufacturer and worked in consumer and investment goods industries as an executive with international assignments throughout Europe and the Americas.

Brian Cohen, a 26-year PEER veteran will head up the group's North American operations and be responsible for driving the company's strategy and coordinating all of its business efforts in the United States and Canada. A proven executive, Cohen brings experience in strategic planning, acquisitions, marketing and has held many operational and global sales management roles.

During his tenure, he led the successful launch of the HVAC and Food & Beverage product portfolio and championed the expansion of the agricultural product offering. Cohen holds an MBA from Loyola University and BS in Marketing from Indiana University

PEER Bearing is a manufacturer and global supplier of reliable ball and roller bearing solutions to target industries. Our Target Industries served are: agricultural, distribution, electrical, fluid, industrial transmission, material handling and on and off highway. PEER employs over 1,600 people with offices in Brazil, China, Germany, Italy, Mexico, the United Kingdom and the United States. PEER is an award winning supplier dedicated to reliable and cost-effective bearing solutions.

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