



FOR IMMEDIATE RELEASE

## Hypertherm Names New North American Marketing Leader

**HANOVER, N.H.—Sept. 15, 2009**—Hypertherm, the world leader in plasma arc metal cutting technology, today announced the appointment of Reese Madden as its new manager of North American marketing.



Mr. Madden's move to the North American team follows work as a marketing manager overseeing Hypertherm Powermax systems. While in that role, he led a series of successful marketing initiatives including the introduction of Hypertherm's new Powermax45, one of Hypertherm's most sought after products.

"Reese's experience with our Powermax products, along with his successful track record prior to joining Hypertherm, will serve him well as he steps into this new role," said Jeff Deckrow, Hypertherm's North American director. "His knowledge of Hypertherm, and the thermal cutting marketplace will enhance Hypertherm's ability to deliver high impact marketing strategies to our North American channel partners."

His marketing experience also includes work in consumer products marketing at Cadbury Schweppes and brand strategy / account management at the VIA Group, one of the top marketing agencies in the country.

Mr. Madden received his bachelor's degree from Bates College and an MBA from the Tuck School of Business at Dartmouth. He replaces Jenny Levy, who is moving into another role at the company.

Hypertherm designs and manufactures the world's most advanced plasma cutting systems for use in a variety of industries such as shipbuilding, manufacturing, and automotive repair. Its product line includes handheld and mechanized plasma systems and consumables, as well as CNC motion and height controls. Hypertherm systems are trusted for performance and reliability that results in increased productivity and profitability for tens of thousands of businesses. The New Hampshire based company's reputation for plasma innovation dates back 40 years, to 1968, with Hypertherm's invention of water injection plasma cutting. The company, consistently named one of the best places to work in America, has more than 1,000 associates along with operations and partner representation worldwide.

END

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