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## **For Immediate Release**

### **Blickman Announces New Sales-Management Representation**

CLIFTON, NJ — September 1, 2011— Blickman, Inc., the leading manufacturer of stainless-steel and chrome equipment for U.S. healthcare facilities, today announced the engagement of RSW Comprehensive Healthcare Solutions, Inc. (RSW) as its sales-management organization of record. RSW is led by Seth M. Flexo, President and Richard Habern, CFO. RSW will assume all sales and sales-management responsibilities for Blickman's domestic, international, OEM and government markets, while assisting Blickman with Group Purchasing Organization (GPO) contracts and various national accounts.

A California native, Flexo brings 30 years of experience selling to the office automation and healthcare marketplaces, including 14 years as Blickman's Vice President of Sales and Marketing. Habern, a Texas resident, contributes 32 years in healthcare sales and marketing, including senior executive roles with Stryker, Datascope, Pedigo and Logi-Quip Cari-all. Most recently, he was Vice President of New Business Development for Stanley Innerspace. Habern also serves as Executive Vice President/General Manager for the Association of National Account Executives (ANAE).

"Naturally, we are delighted to employ a sales-management team comprised of two of the most experienced marketers of stainless-steel products for healthcare," said Rob Freedman, President of Blickman. "Individually, Flexo and Habern are outstanding sales and marketing executives. Joining forces, they comprise an exceptionally high-caliber team. Blickman is pleased to contract with RSW, and we are very excited about our prospects for the future."



Quality, Reliability, Value.

**About Blickman:**

Blickman, Inc., founded in 1889, is a leading manufacturer of stainless steel and chrome equipment for the healthcare industry. Its product portfolio includes case carts, cabinets, blanket/fluid warmers, tables, sinks, stands, stools, hampers, receptacles and utensils — both standard production and custom. It is the only manufacturer in its class to offer a Lifetime Limited Warranty. Blickman is headquartered in Clifton, NJ, with manufacturing operations in both Clifton, NJ and Saltillo, MX and a distribution and assembly facility located in Houston, TX. Blickman counts among its customers thousands of leading hospitals, surgery centers, physician offices and clinics throughout the U.S. and in select foreign markets. For more information, visit [www.blickman.com](http://www.blickman.com).

**About RSW:**

RSW Comprehensive Healthcare Solutions, Inc. (RSW) is a sales-management organization focused in the healthcare marketplace. RSW's founders, Seth M. Flexo and Richard Habern bring over 50 years of combined sales and sales management experience to this new venture. RSW's mission is to offer a select group of high quality healthcare equipment manufacturers a solution to their sales and sales management objectives. RSW is headquartered in El Dorado Hills, CA.

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**Key Words:**

Healthcare capital equipment, stainless-steel equipment and furniture, medical equipment, sales, sales management, new personnel, introduction, engagement, agency-of-record, GPO contracts, GPO's, Group Purchasing Organizations, national accounts, healthcare construction, sales hiring, sales training, sales support, major account servicing.

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