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## **NEWS**

*For Immediate Release*

### **Atlantic Hires eCommerce and Retail Sales Execs**

*Fast growing firm strengthens resources*

**SANTA FE SPRINGS, CA - (May 20, 2016)** — Atlantic Inc. ([www.atlantic-inc.com](http://www.atlantic-inc.com)) announced today that Alfredo Chavez and Mark Kim have joined the firm to further develop the growing portfolio of regional and national accounts. Alfredo Chavez comes with a wealth of eCommerce experience driving a sales division from start to finish. Spending the last six years at Akal Publishing, Alfredo was instrumental in negotiating key partnerships, sales, branding and driving social media and SEO/SEM strategies. Mark Kim brings a proven track record of account and sales management, having spent the last four years at Vitasoy USA. Mark worked closely with distributors and retailers to execute promotions and achieve sales targets, drive strategic planning and business development, and support retail store merchandizing.

Alfredo joins Atlantic as Director of eCommerce to continue the firm's success in selling products to all the major North American retailers. Alfredo comments "I am excited to start a new challenge with Atlantic and look forward to working with the team to further develop their extensive product suite."

Mark joins Atlantic as Director of Sales – Retail to expand the company's product sales at new and existing retail locations in North America. Mark remarked "Atlantic offers me an exciting opportunity to apply my retail and distribution experience, working with the team to enhance the company's product sales."

Leo Dardahsti, President and CEO, said "Mark's and Alfredo's wealth of experience and industry knowledge have already made them key additions to Atlantic. We view their appointments as a sign of our commitment to being a leading company in our product categories. Our new product

introductions and increasing demand from our customers led us to look for critical additions to our team to fit our commitment to innovation and exceptional service. We are very fortunate to find two sales executives of this caliber to fill these important roles, starting at the same time!”

**About Atlantic Inc.**

For over 30 years, Atlantic Inc. has designed and manufactured innovative and award-winning consumer electronics accessories, home entertainment storage products, and game storage accessories and desks. More recent brands include [dar](#) fashionable home furnishings and [Snowsound](#) acoustic products as the exclusive North American supplier. Based in Santa Fe Springs, Calif., Atlantic has received numerous patents and awards, including 14 Design & Engineering Showcase Honors from the annual Consumer Electronics Show (CES) Innovations Committee. Atlantic is an active member of the Consumer Technology Association. For more information about Atlantic or its products, please visit the company’s Web site at [www.atlantic-inc.com](http://www.atlantic-inc.com).