



PRESS RELEASE

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Xerox Exec Joins ICED as Marketing VP

CYPRESS, Tex. – After completing a 35-year career at the Xerox Corporation headquartered in Rochester, New York, Bob Fisher will join the International Center of Entrepreneurial Development (ICED) as Vice President of Marketing. Fisher takes his post at ICED on April 3.

“I’m excited about the opportunity to help promote the image and develop the strengths of the various brands at ICED,” says Fisher. “I’ll use a lot of what I have learned over the last 10 to 15 years while calling on the graphic arts community to assist franchisees in developing and selling applications that will set them apart from the rank and file.”

Since 1997, Fisher has been associated with the Publishing Segment of the Graphic Communications Industry Business at Xerox where he has held positions in sales, sales management and marketing. During that period he spent a year in Europe developing marketing programs for the Central European Operations Group, and was the 1995 recipient of the USCO Industry Marketing Vice President’s Award, given for excellence in customer and industry support.

During his tenure at Xerox, Fisher held management positions in New York, St. Louis, Missouri, Denver, Colorado, and Santa Clara, California. His document production sales team launched the DocuTech Production Publisher in Southern California in the late 1980s.

“Having someone of Bob Fisher’s caliber on our team is exciting for us,” says Bud Hadfield, ICED chairman. “He has worked in the trenches in our industry and will pass along fresh ideas to our franchisees in marketing their centers. Heaven help us if we ever stop learning.”

About ICED

The International Center for Entrepreneurial Development, Inc. is located in Cypress, Texas, and is the parent company for Kwik Kopy Printing, American Wholesale Thermographers, Copy Club, The Ink Well, Franklin’s Printing, Women’s Health Boutique, Parcel Plus, Kwik Kopy Business Centers and COMPUTERTOTS/COMPUTER EXPLORERS. This group represents one of the world’s largest international alliances of printing, communications and education franchises with business relationships in the United States and 10 other countries. These company names are all registered trademarks or service marks of I.C.E.D. Management, Inc.

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Bob Fisher, Vice President of Marketing, ICED