

JVL BOOSTS ITS SALES TEAM



TORONTO – July 8, 2009 – JVL Corporation is pleased to announce the addition of **David Cottrell**, **Paula Russell**, and **Jim Belt** to its U.S. Sales staff as Business Development Managers.

David Cottrell boasts more than 25 years of experience in the coin-op industry, previously holding positions at Kentucky Coin Machine Distributors, Brady Distributing, and Birmingham Vending Company. The Louisville native's sales territories are Tennessee, Indiana, Arkansas, and his home state of Kentucky.

Paula Russell, whose sales territory covers Oklahoma and Texas, also began her coin-op career more than 30 years ago. Starting with Southwest Vending Sales, she worked in distribution for almost 25 years before switching over to the manufacturing side of the business, with Coastal Amusements.

Rounding out the new additions to JVL's veteran sales team is Jim Belt, a coin-op industry veteran for over 30 years, who oversees JVL's sales in Illinois, Michigan, and Ohio. He is well-acquainted with distributors and operators in the Midwest, having previously worked as Regional Sales Manager for Rock-Ola Manufacturing, in addition to prior stints at Happ Controls, Midway, Williams, and Konami of America.

"The combined experience of this team is second to none," said Peter Guterres, CEO of JVL Corporation.

"Dave has earned my respect over the last five years, when I saw what a tremendous job he did (while still at Birmingham Vending) in making JVL countertops the top operators' choice in Tennessee. Now, after having had the opportunity to travel with Dave, it is easy to understand why he is so well-liked and respected in the industry."

"Jim has worked with JVL in the past, and it's good to bring him back home. His experience with Rock-Ola will facilitate the introduction of our Music Stream system to the Midwest."

"Paula came highly recommended from many industry veterans and members of our sales team. Her positive attitude and no-nonsense approach have always been well received by operators, and I am certain that she will provide the level of service that customers have come to expect from JVL."

"I am extremely proud to welcome Dave, Paula, and Jim to our existing team of Valerie Bechtold, Larry Wilner, Gavin Fay, and Kris Geck."

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About JVL Corporation

For more than 25 years, JVL Corporation has been manufacturing, selling, and servicing coin-operated amusement devices that have proven to be the most engaging, reliable, and profitable on the market. Through relentless research, development, and innovation, the privately-held organization has established itself as both a pioneer and market leader in touch-screen entertainment technology. Throughout the company's evolution, JVL has remained committed to serving its customers and supporting its equipment in the most timely and efficient manner possible.

For more information, please contact:

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