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February 2, 2018

Handeholder Products Names Vice President of Marketing and Business Development

Ann Arbor, Mich. – Handeholder Products, Inc., an industry leader in tablet and mPOS (mobile point-of-sale) device mobility solutions, has named Beau Keyes as their Vice President of Marketing and Business Development.

This move signals the company’s renewed focus on a long-term commitment to growth and advancement within the mobile device industry. In his new role, Keyes is responsible for growing the Handeholder Products brand through new and revitalized strategic partnerships and increased marketplace exposure, while at the same time developing new sales channels and fresh product positioning.

“New product introductions and focus on increased corporate exposure has grown the company over the last two years, and with Beau’s attention there have been notable gains,” said Mike Burns, President, Handeholder Products, Inc. “Beau’s elevated leadership role reflects his proven ability to extend our growing brand and our commitment to further improved strategy as we transform the business for the future.”

Keyes joined the Handeholder team in 2015 and quickly advanced to a Director role in growing the company marketing and sales infrastructure. His over twenty years of experience in customer-focused solutions and consumer marketing made him a natural fit for the current promotion.

“I’m excited to continue and enhance my work at this innovative company during a time of strategic growth and change,” said Keyes. “As a team and a company, we will continue to seek out new and versatile ways to present and provide the products and materials our clients require to move their businesses forward.”

About Handeholder Products, Inc.

Handeholder Products, Inc. is a Michigan-based company that provides their signature Handeholder™ tablet hand strap device and various associated accessories for both consumer and business customers. In addition, the company specializes in providing mobility solutions for mobile point-of-sale payment devices to small and large companies through their Mozee™ line of products. For more information visit <http://www.handeholder.com>.

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