



Press Release

JENSEN-GROUP Executive Management Team

August 28, 2009

Enlargement of existing Executive Management

The current challenging times have given us the opportunity to review our strategy and structure. Our further success will come from our "one stop shop" strategy, combined with our global reach. Furthermore, our success to grow as well as adapting to the markets can only be reached by maintaining leadership in innovation and local presence in all markets thanks to our Distributors and own Sales and Service Centers.

Innovation will be the key in all areas, whether it is improving production, developing new products, improving existing ones, entering new markets and developing new service concepts. We must be ready to adapt to the new challenges and think out of the box, in order to remain competitive and maintain our market leadership.

The JENSEN-GROUP has been through an exceptional growth during the last 10 years, from € 35 m to € 223 m in 2008. This growth was partly thanks to acquisitions as well as organic growth as our customer base has grown in combination with increased market share. However, the future challenges and the competitive nature of our business must stimulate us to become a better company through improved systems and processes as well as adapting best practices in our various subsidiaries around the world.



In order to cope with the challenges in respect to innovation as well as streamlining of our organization, we have decided to enlarge the existing JENSEN-GROUP Executive Management Team Jesper M. Jensen (CEO) and Markus Schalch (CFO) with the following appointments:

Steen Nielsen (Executive Vice President Business Development) - new
Martin Rauch (Executive Vice President Operations) - new
Jesper M. Jensen (Executive Vice President Sales) – new, a.i.

In the name of the Board of Directors the CEO and the CFO, we wish the new Executive Management Team great success.

Profile JENSEN-GROUP

The JENSEN-GROUP assists heavy-duty laundries worldwide to provide quality textile services economically. We have become the preferred supplier in the laundry industry by leveraging our broad laundry expertise to design and supply single machines, systems and integrated solutions. We are continuously growing by extending our offer and by developing innovative products and services that address specific customer needs. Our success results from combining our global skills with our local presence. The JENSEN-GROUP has operations in 12 countries and has distribution in more than 50 countries. Worldwide, the JENSEN-GROUP employs approximately 950 employees.

This press release is also available on the corporate website www.jensen-group.com. (End of press release)

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