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## FOR IMMEDIATE RELEASE:

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## ANTHONY PROMOTED TO DIRECTOR OF SALES AT SECURA KEY

**Chatsworth CA – January 3, 2012** – We are pleased to announce that Charles Anthony has been promoted to the position of Director of Sales at Secura Key, a leading supplier of RFID and Access Control products. In his new position, Anthony will be responsible for all company sales functions.

Prior to his promotion, Anthony was the national sales manager for Access Control Sales and was highly successful in developing sales of existing distributors, working with system integrators, adding new distributors and strengthening OEM relationships.

An executive sales management professional with nearly 30 years of experience, prior to joining Secura Key, Anthony worked for a systems integrator specializing in complete security solutions. Anthony also has extensive experience in supply chain sales selling to Fortune 500 accounts, developing and providing complete turnkey solutions for the Financial, Educational, Commercial, and Retail markets.

"Charlie is highly-driven, and has demonstrated excellent leadership and sales skills in his previous role," commented Secura Key Vice President, Martin Casden. "We anticipate that he will develop a motivated and capable sales team".

In commenting on his promotion, Anthony said: "I am very pleased to be associated with Secura Key whose market reputation for quality products is highly regarded throughout the industry. We will continue to position and develop the Secura Key brand to provide high quality solutions for both the access control and RFID markets. I look forward to the coming year."

Anthony has a degree in Business Administration and Computer Science from Concord College, and has completed numerous professional sales training and business development courses. Anthony will be based in Chatsworth, California.

**About Secura Key**

Secura Key, a division of Soundcraft, Inc., manufactures a broad range of access control and identification products and systems, which are sold world wide through distribution. Located in Chatsworth CA, Secura Key has just celebrated its 40th year of business.

Further information on Secura Key is available at [www.securakey.com](http://www.securakey.com).

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