

**FOR IMMEDIATE RELEASE**

**April 30, 2007**

**Contact:** Monica Shovlin, The Ulum Group, (541) 434-7028, [mshovlin@ulum.com](mailto:mshovlin@ulum.com)

## **New OEM Distribution Center Expands “End to End” Supply Chain Services for Disc Clients**

**Charlotte, N.C.** – Charlotte-based disc manufacturer Optical Experts Manufacturing Inc. (OEM) has announced it will open a new distribution center in mid-May 2007 to handle increased customer demand for manual assembly, distribution and fulfillment of both individual consumer and retail store orders. The 83,000-square-foot assembly and storage facility is located at 2345 Township Road in Charlotte. Approximately 40 current OEM employees will staff the center; the company will employ up to 200 additional temporary workers to meet client needs.

“This new facility is the latest step in OEM’s continuing expansion of turnkey services. It is a positive move for our customers, our company and our local economy,” says Cliff Boyd, executive vice president of operations.

The distribution operation will equip OEM to more effectively handle large-scale product launches and retail-ready distribution. Because of its strategic location in Charlotte, NC, OEM can deliver products to 75 percent of the U.S. population within three days or less using ground service.

The company has hired two industry executives to lead the new operation. Joe Eckerle is now vice president of packaging, logistics and distribution for OEM. He has more than 16 years of industry experience, most recently as vice president of packaging operations at Technicolor in Memphis, Tenn., and previously as a member of the management team at Sony DADC in Indiana and Oregon.

Gary Gordon is now vice president of business services for OEM. He has more than 18 years of industry experience. Most recently, he was vice president of business services at Denon Digital in Madison, Ga.

OEM provides customers with state of the art replication and mastering services for CDs and DVDs in the consumer, business-to-business and entertainment software markets. OEM serves the special needs of companies that use CDs and DVDs as a means of content distribution in existing and emerging markets. OEM’s services include pre-mastering, glass mastering, encryption, replication, packaging, fulfillment and distribution. For more information, visit [www.oemdisc.com](http://www.oemdisc.com). To receive additional information on OEM and its services, please contact Kris Peavy, executive vice president of sales, at (704) 904-8976.

###