



MEDIA RELEASE

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FOR IMMEDIATE RELEASE

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Genesis Plastics and Key Electronics form joint venture to be one source for medical device, industrial, and automotive manufacturing.

Jeffersonville, Indiana (February 23, 2009) – Scottsburg, Indiana-based Genesis Plastics, a provider of engineering and plastic injection molding services and Jeffersonville, Indiana-based Key Electronics, a provider of electronics manufacturing services, have formed **GenKey Group, LLC** in response to OEM's need for cost effective, single source manufacturing needs.

GenKey Group was founded with the mission of adding value for its customers by merging core competencies in electronics and plastics to provide single source solutions that translate into high quality and increased convenience for customers. GenKey's offerings will include: design engineering, firmware and software development, rapid prototyping, domestic and offshore manufacturing capabilities, expertise in printed circuit board and electronic assembly, precision plastic injection molding, program management, full box build assemblies including clean room assembly, and logistics services. James Clayton, a veteran plastics and electronics sales executive, has joined GenKey Group as Director of Business Development.

Jim Gladden, president of Genesis Plastics and Engineering, LLC and CEO of the newly formed GenKey Group stated, "We will be designing and developing products and components for OEM's and OEM suppliers in the medical, industrial, automotive and other targeted markets. We will utilize our facilities, resources, expertise and global supply base, allowing us to provide cost effective single source solutions from product concept through production and after-sales support." GenKey Group consists of three manufacturing facilities with over 240,000 square feet in Southern Indiana. The combined sales of these facilities are over \$50 million with 300 employees.

Tom Hardy, president of Key Electronics, Inc. and CFO of GenKey added that this joint effort should open new doors and enhance the growth potential in our target markets. Hardy stated, "I am very excited about the partnership with Genesis and the cost synergies GenKey can achieve to provide efficient manufacturing and other services for our customers. High quality service coupled with cost effective value-added manufacturing has been the top priority of our two organizations which makes the recent joining of our companies a very natural fit."

Genesis Plastics and Engineering is an ISO 9001 and TS 16949 certified plastics and tool supplier dedicated to surpassing customer expectations through the use of modern equipment and innovative manufacturing processes. Genesis is a fully integrated manufacturing service, focusing on early involvement in its customers design cycle to achieve optimum results. Genesis employs 160 people at two facilities in Scottsburg and Jeffersonville Indiana.

Key Electronics is an ISO 9001 certified electronics manufacturer specializing in custom assemblies. Capabilities include advanced circuit board manufacturing and electronic product assembly services. The company has been recognized as having the *Overall Highest Customer Rating* four consecutive years at the Circuits Assembly Magazine Service Excellence Awards (in the less than \$100 million service provider category). Key employs 140 people at its Jeffersonville, Indiana facility.