

# News Release

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## John Larson Named Chief Executive Officer of ESCORT Inc.

**February 4, 2008 WEST CHESTER, OHIO** - John Larson, currently President of ESCORT Incorporated, has been named Chief Executive Officer of ESCORT Inc. Larson joined ESCORT in June of 2007 as President after a distinguished 20 year career at General Motors Corporation, including his role as General Manager of Buick, Pontiac and GMC Divisions prior to joining ESCORT.

Greg Blair, currently CEO and co-founder of ESCORT Inc, has taken the position of Chairman on ESCORT's Board.

"Attracting a person of John's talent and skills was a major win for ESCORT," said Greg Blair, ESCORT's Chairman. "His blend of leadership skills, combined with his successful automotive background, has been a great fit with ESCORT."

"It has been a great seven months with ESCORT and I am thrilled to take on the role as CEO," said Larson. "Greg and the ESCORT team have achieved tremendous success over the past decade and set an all time record for sales and profitability in 2007. I look forward to playing a prominent role in ESCORT's continued success."

ESCORT has just completed a new state of the art manufacturing facility and is launching a new line of custom installed radar detectors targeted at the automotive dealer market. "I look forward to rolling out our industry leading products to many of the automotive dealers I have come to know over the years. I would enjoy nothing more than watching these friends and former business partners make significant profits selling the new products from ESCORT."

ESCORT Inc. is the leading manufacturer of high-performance radar and laser detectors. It manufactures products under the ESCORT, PASSPORT, SOLO, Vector and Beltronics brands.

ESCORT created the high-performance radar detector market in 1978, and has been issued more patents in the radar detector field than all other manufacturers combined. ESCORT also manufactures the test-winning PASSPORT 9500i, 8500 X50, Cordless SOLO S2 and the PASSPORT SR7 and SRX custom-installed detectors.

The company is headquartered in West Chester, Ohio with its principal manufacturing facility located in Mississauga, Ontario, Canada.

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