



PRESS RELEASE:

Announcement of the promotion of Russell Friesen to Vice-President of Sales and Marketing.

Winnipeg, October 28, 2013 – Mark Champagne, President of Login Canada is pleased to announce the promotion of Russell Friesen to the position of Vice-President of Sales and Marketing.

In over 22 years of service at Login, Russell has demonstrated great skill, dedication, and professionalism. “Russell has excelled in every area of responsibility at Login from Customer Service and Operations to Sales & Marketing,” says Champagne. “He will provide leadership and strategic direction as we continue our growth into new markets and our focus on delivering the highest level of customer service in the industry.”

An original member of the Login Canada team, Russell Friesen has an unequalled knowledge of customer needs in the Canadian marketplace. Working his way through customer service, telemarketing, and sales to the position of Director of Sales and Marketing, Russell’s accumulated diverse experience has been instrumental in expanding markets and services, making critical contributions to our ongoing success. Russell holds a Bachelor’s Degree from the University of Manitoba, and has earned a CSP designation from the Canadian Professional Sales Association.

Russell will continue to lead our Sales and Marketing Department, and contribute to the overall operation of this company. His hard work and extensive business relationships have furthered Login’s reputation for exceptional sales, marketing and distribution services in the Canadian Book Industry.

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