



PRESS RELEASE
For immediate release

Texel Adds Industry Leader to Sales Team

Saint-Elzéar, Québec, 24th of August – Texel, a leading North American company, announced today the appointment of industry veteran to help lead the company's sales force. Gale Shipley has been nominated to the position of Automotive Sales Representative within the Industrial platform.

"We are very happy to add Gale Shipley to our sales team," said Alex Alexis, Business Unit Manager at Texel. "I am confident that with her years of experience and industry knowledge she will be able to help us provide our customers with an unprecedented level of support and service."

Ms. Shipley, who began her career in 1981, brings more than 2 decades of experience to her new position. Her experience includes 7 years of service with Polymer Group inc., where she served as a Product development manager.

We welcome Gale Shipley, who will be in position as of August 31st, 2009.

Texel, a division of ADS inc., is a leader in manufacturing of needlepunch nonwoven fabrics for technical use. Their products have been used in America, Asia and Europe for more than 40 years. Located near Quebec City, Texel has earned its reputation through the performance of its very dynamic, highly disciplined and extremely innovative management team. Texel's strategic position is due to its ability to adapt to the needs of its clients and to market solutions. Their needlepunch nonwoven products provide confidence and safety to medical personnel, help beautify consumers, strengthen the industrial sector, provide added value to garments, control vegetation problems, purify environmental waste through its filtration principle and, thanks to its line of geotextiles, solve the most complex civil engineering problems. about Texel.

A handwritten signature in black ink, appearing to read "Alex Alexis".

Alex Alexis
Industrial's Business unit Manager