

Bradshaw International Leadership Transition

(Rancho Cucamonga, CA)

Leading housewares manufacturer Bradshaw Holdings, Inc., has announced the retirement of CEO **Mike Rodrigue**, who will transition to its Board of Directors. **Brett Bradshaw**, President of Bradshaw International, Inc., and **Robert Michelson**, President of Butler Home Products, Inc., will assume additional leadership duties as Co-Presidents of parent corporation Bradshaw Holdings, Inc.

Brett Bradshaw has been with Bradshaw International since 1994 and has served as President since 2010, while Robert Michelson has been with the Butler Home Products division for over 30 years and has led the company as its President since 1998.

“Both Brett and Rob have been managing the day to day operations of our company for the last 10 years and have been instrumental in growing the company into the industry leader it is today,” said Rodrigue. “They have already demonstrated exceptional leadership abilities in their current roles, and I am excited for what lies ahead.”

Also stepping into a new role as Chief Operating Officer will be **Jeff Megorden**, Executive VP Operations, who has been with Bradshaw since 1986, guiding the business through the increasing complexities of a growing and acquisitive organization.

Jerry Vigliotti will also be retiring as CFO after 33 years with Bradshaw, and assuming his role will be **Sandip Grewal**, who brings over 10 years of strong financial and operational background to the company. Sandip has held CFO positions at Nutro Pet Products and most recently at Dr. Fresh for the last 4 years.

Jeff Megorden and Sandip Grewal will be reporting directly to new Co-Presidents Brett Bradshaw and Robert Michelson.

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New Leadership Q&A

1. Please give us a synopsis of your backgrounds in the industry.

Bradshaw Holdings recently announced the appointment of co-presidents, Brett

Bradshaw and Robert Michelson, following the retirement of long-time Bradshaw CEO Mike Rodrigue. Both men bring a wealth of experience and deep relationships in the industry.

SEP Brett Bradshaw, president of Bradshaw International, began his career at Bradshaw in 1993, serving as a brand manager for the Good Cook brand before moving up to various executive leadership roles in the company, including director of marketing and VP, sales and marketing. Prior to his tenure at Bradshaw, he worked at Nestlé's in several sales management roles. Mr. Bradshaw graduated from the University of Colorado with a Bachelor's Degree in International Affairs.

Robert Michelson, president of Butler Home Products (a division of Bradshaw Holdings), has worked at Butler for over 30 years in roles across almost every area of the company. He has served as president of Butler since 1998. Mr. Michelson is a holder of numerous patents in the category and is credited for introducing the first major licensed brand (Mr. Clean) to the traditional cleaning tools category. He also holds a Bachelor's Degree in Business Communications from the University of Colorado.

2. Can you describe your roles further as co-president of Bradshaw Holdings and your game plan for the company and its divisions?

We both come out of family businesses and share the same values, and that's putting our people and our customers first. As co-presidents, we are in constant contact with each other and have successfully transitioned the leadership and our company remains focused on delivering the superior products and services we are known for.

From a day to day business management standpoint, Rob will continue to head up the cleaning business, and Brett will continue to lead the food prep area.

3. What can we expect from Bradshaw in the coming months/year based on your new roles? What can the industry expect to come next?

We're working on positive ways to bring our two divisions closer together to benefit our customers and to inspire a new level of energy, innovation and creativity within the marketplace. We see an opportunity to grow the organization's core categories with our established brands like Bialetti, TFAL, Clorox, Mr. Clean and Evercare, as well as an opportunity to elevate the company's Good Cook brand so that it resonates with the consumer on a more emotional level. The industry can expect to see us focus on driving innovation, improving speed-to-market, and continuing the buildout of new categories, such as hydration, food storage and gloves. We will also look to continue to acquire companies that enhance and complement our business model.