



Gustave A. Larson Company

WHOLESALE HVAC AND REFRIGERATION

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Gustave A. Larson Company Names New President

Effective January 1, 2007, Scott K. Larson was named President and Chief Operating Officer of the Gustave A. Larson Company. The announcement was made by current President and Chief Executive Officer, Andrew G. Larson, following their December Board of Directors Meeting.

Scott Larson was named Executive Vice President & COO in 2005 and at that time took over most of the day-to-day operations. He will now direct all corporate departments including human resources, information technology, inventory management, finance and accounting, and distribution/logistics. Andrew Larson will remain Chief Executive Officer, focusing on the company's strategic, sales and key business initiatives, and will have the President, four regional General Managers and Director of Marketing reporting to him.

"Our local customers and store teams remain the critical focal point of our business and this change will not affect that all-important relationship," said Andrew Larson. "In fact, we believe this change will enhance our focus on customer service and operational efficiency into the foreseeable future," he continued.

Scott and Andrew Larson are the grandsons of Gus Larson, founder of the Gustave A. Larson Company. An industry leader in the wholesale distribution of refrigeration, heating and air conditioning equipment and supplies, the Larson Company began as a small storefront in 1936 in Madison, Wisconsin. Each branch carries an extensive inventory of equipment and replacement parts to serve customer's needs. The Larson Company maintains a \$55 million inventory and an in-house truck fleet that replenishes its branches nightly. A state-of-the-art computer system links all 43 locations with the corporate office and main distribution center in Pewaukee, Wisconsin. In 2006, the Company celebrated its 70th anniversary of providing legendary customer service.

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