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Change Is In The Air At Air Tractor. 2011 Sees Company Entering A New Era.

Two thousand eleven has been a year of major change for Air Tractor, the Olney, Texas-based manufacturer of agricultural spraying and aerial firefighting aircraft.

Following the death of its founder and president Leland Snow in February, the company has promoted two long-time Air Tractor employees and a recently-returned former employee. "When Air Tractor became a 100% employee-owned company in 2008, a succession plan was put in place," said Air Tractor board member Kristin Edwards. "These staffing moves were long-planned, carefully considered, and had Mr. Snow's blessing."

Promoted to president of Air Tractor, Inc. by the company's Board of Directors was Jim Hirsch. A long-time company veteran, Hirsch has served as an engineer at Air Tractor for 19 years, most recently as Vice President, Engineering.

In his new position, Hirsch will oversee the new product initiatives begun by Leland Snow, as well as directing product engineering and working with the management team on strategic planning efforts. "On the personal level, it's a deeply sad time," says Hirsch. "Leland was a great man and a driven, focused, and hard-working leader. He made this transition so much easier because he had a well thought-out plan for Air Tractor. He put so much of himself into this company and he left it in a great position to go forward and continue producing the finest ag and firefighting aircraft in the world."

Stepping up to replace Jim Hirsch in the role of Engineering Manager is David Ligon. Also a company veteran, Ligon has been a Project Engineer at Air Tractor for the past 10 years and has been closely involved in the development of some of Air Tractor's recent major advances: the Air Tractor AT-504 two-seat trainer, the AT-1002 1000-gallon capacity aerial application aircraft, and the AT-802U light attack and

reconnaissance aircraft. Ligon will direct and supervise engineering and design projects at the company.

“The legacy that Leland Snow left at Air Tractor,” said Ligon, “is something all of us in the Air Tractor family are proud of. I look forward to being a part of Air Tractor's bright future.”

“We are very pleased to have David join the Air Tractor management team,” added Jim Hirsch. “He’s an excellent engineer with a strong track record of successful projects here at Air Tractor. I’m confident David he will carry on our commitment to continual product improvement and keeping Air Tractor’s new product development second to none.”

Moving into the Quality Manager role at Air Tractor is Robert Salyer. Salyer returned to the Air Tractor fold in May 2011 after a seven-year stint as a field service representative for Pratt & Whitney Aircraft Engines – the trusted provider of the radial and turboprop engines that power all Air Tractor aircraft. Salyer's new duties will include responsibility for maintaining overall product quality across the entire Air Tractor product line and assuring that aircraft are in full compliance with all FAA regulations.

Salyer will oversee the *Air Tractor Quality System* which involves every aspect in the manufacturing process, from the raw materials, to the individual aircraft components provided by outside vendors and suppliers, to fabrication and aircraft assembly, to the final finished aircraft.

Salyer will undoubtedly be a very busy man. Air Tractor has increased year-over-year production rates for the past several years to meet an increased U.S. and world demand. According to Operations Manager Rick Turner, the company plans to complete 141 aircraft by the end of this year and projects another increase in 2012, with a manufacturing run of 175 aircraft. Established in 1974, Air Tractor, Inc. manufactures more aircraft for the agricultural aviation industry than any other company in the world from its production facilities in Olney, Texas.

New president Jim Hirsch summarized the feelings of Air Tractor's employees when he closed by saying, “Things have changed a bit here at Air Tractor, but one thing has not, that is our complete dedication to building the best agricultural and fire fighting airplanes in the world and providing our customers with that same quality of service.”

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NAME CHANGE REFLECTS NEW FOCUS FOR THE MORRISON GROUP.

Oklahoma City, OK August 27, 2004 - - After 14 years, Morrison Distribution & Marketing is changing its name. On September 20th the company will formally become The Morrison Group.

"It is a way to better reflect that Morrison has become much more than a distributor of branded products for convenience stores." says Dan Morrison, President of The Morrison Group. "Our company has evolved into one of the only companies nationwide which can create and supply complete branded hot beverage programs to the convenience store industry."

Beginning as a provider of branded coffee and fountain products to Texaco, Amoco and others, The Morrison Group has carved a niche for itself in the convenience store industry as a company which represents the cutting edge of the evolution of the convenience store coffee center -- the area of the convenience store where customers serve themselves coffee, cappuccino and other hot beverages.

The convenience store industry is currently undergoing tremendous challenges brought on by strong competition from large retailers, new pay-at-the-pump payment methods, and the rising price of gasoline.

"Now more than ever before, convenience stores are searching for new ways to bring customers through their doors," Morrison says, "and, equally as important, new ways to bring the same customer back again and again. Our branded hot beverage programs help them do that."

From the growing and importing of the coffee bean, to the roasting, brewing and dispensing of the hot coffee, The Morrison Group creates custom hot beverage programs tailored to their customers' needs. Customers include Shell, CITGO, ExxonMobil, BP, Texaco and many chain and independent convenience stores.

"Few companies can offer brand development and graphic design capabilities as well as coffee, equipment, supplies and service", Morrison points out. "Together, those advantages mean better products for the consumer and better pricing for our customer."

In recent years, shown by the success of national chains like Starbucks, coffee drinkers have become more sophisticated about coffee quality, choices, and the environment in which they drink their coffee.

Morrison programs such as "24/7 Great Coffee" "Daily Grind" and "Partners" offer convenience stores a fast and affordable way to build a brand identity for their hot beverage centers with "off-the-shelf" graphics and merchandising systems. Morrison also creates "private label" programs for customers seeking to establish their own individual brands.

"The Morrison Group is answering the needs of a changing marketplace", Morrison says. "Our goal is to make our customers' locations 'hot beverage destinations' with the quality and variety that makes customers want to visit often."

Along with the name change and new logo, phase one of a new website is currently underway, with future plans to add e-commerce functions that will increase efficiency in order and inventory processing and in customer service.

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DOWNTOWN MURAL SET FOR DEDICATION, REUNION OF MODELS AND ARTISTS. ORU'S RICHARD ROBERTS TO SPEAK.

Oklahoma City, OK April 9, 2003 - - Downtown Oklahoma City's "Allegories of Redemption" mural is set for a Saturday April 26th dedication that will bring the massive project full circle; reuniting many of the models and artists who, over a period of four years, created the 150-foot-long work of art.

Speaking at the 8:00 o'clock pm ceremony will be Richard Roberts, President and CEO of Oral Roberts University. "At Oral Roberts University," President Roberts said, "we have a deep appreciation of architectural symbols and artistic expression. That's why we have been so pleased to assist Dr. McKean in displaying such a beautiful and powerful piece of art in Oklahoma City."

Narrating the event will be the Rev. Richard Hogue, pastor of City Church in downtown Oklahoma City. Reverend Hogue will deliver remarks on the meaning of the mural's 18 panels and about the models who posed for them; many of whom will be in attendance. Rev. Hogue will also present a special-edition case bound book which has been created to commemorate the project and serve as a memento for those involved.

Depicting 23 human figures representing all races, the classically-influenced "Allegories of Redemption" mural tells a story of hope, struggle, rebirth and the nobility of man. The mural was created by former Oral Roberts University Professor, Lee Shortridge who was assisted by students from the ORU School of Art.

Commissioned by Oklahoma City businessman Dr. JD McKean in the wake of the Oklahoma City Bombing, "Allegories of Redemption" has taken on added meaning in the aftermath of September 11th and the current war in Iraq. "This mural delivers a comforting message of hope," said Dr. McKean, "everyone who views it feels its power in their own way. I am delighted to have it on one of my properties."

The "Allegories of Redemption" mural is located one block east of Classen at 853 Robert S Kerr. The lighting ceremony and dedication begins at 8:00 pm, Saturday April 26th. The public is welcome to attend.

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