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MRT LAUNCHES COMMERCIAL INNOVATION ORGANIZATION TO DELIVER MORE VALUE TO CUSTOMERS

New organization connects customer insight with product development, commercialization and digital access as MRT announces key leadership promotions.

GREENSBORO, N.C. – Modern Recreational Technologies (MRT) today announced the formation of Commercial Innovation and several leadership promotions designed to accelerate innovation and strengthen customer support.

Commercial Innovation connects customer insight with RD&I, product management, marketing and digital commerce, helping MRT respond faster and make solutions and information easier to access.

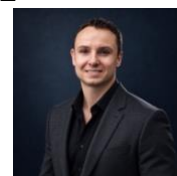
"This new structure gives our customers a stronger voice in how we develop products and support the market," said Scott Townsend, President of MRT. "It will help us move faster and create greater value."

The team will turn customer feedback and market needs into clear priorities, creating a faster path from opportunity to solution.

TOM MAELLARO PROMOTED TO VICE PRESIDENT OF COMMERCIAL INNOVATION

To lead the newly formed organization, Tom Maellaro has been promoted to Vice President of Commercial Innovation.

In the new role, Maellaro will turn customer and market insights into product priorities, stronger launches and better support across MRT's Marine & Fuel and Aquatics & Parks businesses.



STRENGTHENING DIGITAL COMMERCE

Krystal Totherow has been promoted to Director of E-Commerce within the new organization.

Totherow will lead MRT's digital commerce expansion, improving how customers research, evaluate and purchase products online.



STRENGTHENING LEADERSHIP ACROSS MRT

MRT also announced several key promotions across the organization, recognizing internal talent while strengthening specialization, customer support and leadership for the company's next phase of growth.

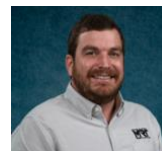
TRACY WILSON - VICE PRESIDENT OF BUSINESS DEVELOPMENT

Wilson has been promoted to Vice President of Business Development, leading MRT's efforts to identify strategic opportunities, develop new markets and build relationships that expand the company's reach. His role will maintain a strong external focus on connecting MRT's products, technical capabilities and brands with new customers and market opportunities.



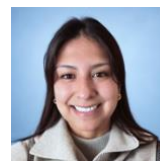
KEVIN MILWOOD - AQUATICS & PARKS PROPERTY MANAGEMENT SPECIALIST

Milwood has been promoted to Aquatics & Parks Property Management Specialist, expanding MRT's focus on facility and property management opportunities throughout the Aquatics & Parks, Hospitality and Multi Family segments. He will work closely with property owners, operators, and other stakeholders to identify solutions that protect, improve, and extend the life of their facilities.



DULCE VELAZQUEZ - LABORATORY TEAM LEAD

Velazquez has been promoted to Laboratory Team Lead, taking on expanded leadership responsibilities within MRT's laboratory organization. She will support product development, testing, technical excellence and the company's continued focus on developing market-driven solutions.



JOE LAVELLE - MARINE & FUEL SALES LEAD - NORTH

Lavelle has been promoted to Marine & Fuel Sales Lead - North, providing enhanced leadership and coordination across MRT's northern Marine & Fuel markets while strengthening customer support, sales execution and regional collaboration.



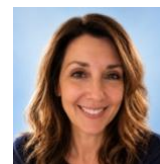
CARTER MOBLEY - MARINE & FUEL SALES LEAD - SOUTH

Mobley has been promoted to Marine & Fuel Sales Lead - South, providing enhanced leadership and coordination across MRT's southern Marine & Fuel markets while supporting customers and strengthening regional sales execution.



TAUSHA DAGENHART - VALVTECT SALES PROFESSIONAL

Degenhart has been promoted to ValvTect Sales Professional, providing increased focus to the ValvTect brand, its customers and its continued development across the fuel market.



BUILDING AROUND THE CUSTOMER

Together, these changes support a more responsive, customer-driven MRT where feedback shapes product priorities and useful solutions reach the market faster.

For customers and partners, the result is straightforward: faster innovation, clearer communication, easier access and stronger support.

ABOUT MODERN RECREATIONAL TECHNOLOGIES

Modern Recreational Technologies (MRT) develops and manufactures industry-leading coatings and solutions for marine, aquatics, and other recreational applications. Through trusted brands including Ramuc®, Tuff Coat®, Pettit®, Woolsey®, and ValvTect®, MRT delivers innovative products that help customers protect, restore, and enhance the environments where people work, play, and explore.