

ZERO HALLIBURTON

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ACE Co. Ltd. of Tokyo Japan, names new President of Zero Halliburton Inc.



PISCATAWAY, NJ – (JULY 1, 2009) – Ace Co Ltd., the largest luggage company in Japan and the owner of Zero Halliburton, Inc., announces the appointment of Keisuke Noma as President of Zero Halliburton, Inc., a wholly owned subsidiary with offices in Piscataway, NJ. Mr. Noma began his business career with Ace in April of 1982 and has held a variety of executive positions within the company. In this new position, he will relocate from Tokyo to New Jersey.

Mr. Noma brings over 20 years of management and sales experience to Zero Halliburton. Before becoming President of Zero Halliburton, Mr. Noma was most recently President of Tumi Japan Co. Ltd., a joint venture between ACE and Tumi Luggage Inc. In previous positions, he had been Director of Tumi Japan, Director of New Business Development for ACE and Manager of Sales for the ACE - Tokyo Department Store Division.

Mr. Noma stated that he “is excited and enthusiastic about the growth opportunities for the Zero Halliburton brand, both in the United States, Japan and worldwide. Since ACE purchased Zero in December of 2006, the redirection of the brand to a broad based company with aluminum, polycarbonate and ballistic nylon product lines has proceeded well and it is now time to focus our success and complete the establishment of these three key product elements.”

David Sebens, the outgoing President and CEO, will stay on as an advisor to Mr. Noma and Zero Halliburton.

Zero Halliburton’s iconic designs and lightweight luggage and travel accessories are known around the world for their reliability in withstanding extreme travel conditions. For more product information, visit www.zerohalliburton.com.

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For more than 70 years, Zero Halliburton has manufactured the world's highest quality, and is the Original maker of aluminum travel, business, camera, computer cases. Zero Halliburton cases are most often recognized as the case of the silver screen, with product appearances in more than 200 movies and television shows Zero Halliburton maintains headquarters at 371 Hoes Lane, Piscataway, NJ 08805. Founded in 1940, ACE is the largest luggage company in Japan, and maintains offices in Tokyo and Osaka.