

FOR IMMEDIATE RELEASE

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Gerald Printing & Liberty Imaging Announce Formation of Executive Leadership Team (ELT)

[Bowling Green, KY] – Gerald Printing and Liberty Imaging, subsidiaries of Purpose Group, are pleased to announce the establishment of their Executive Leadership Team (ELT), a strategic move aimed at enhancing operational efficiency and fostering growth across both organizations.

Jeff Hilimire, CEO of Gerald Printing and Liberty Imaging, shared in a recent memo that the creation of the ELT will ensure timely and effective decision-making and maintain accountability at all leadership levels. "While I serve as CEO from Atlanta, it's essential to have a team dedicated to the day-to-day operations. The ELT will fill this role and help us build the culture we seek, upholding our core purpose to bring visions to life," said Hilimire.

The ELT will directly oversee operations and report to Hilimire, while the broader Leadership Team will report to the ELT. This structure will help manage human resources, performance-related activities, and ensure smooth business operations.

The inaugural members of the ELT include:

- **Corey Davis**
- **Shane Hayes**
- **Brian Hunley**
- **Jennifer Oaks**

The ELT will focus on embodying the company's core values: dependability, hard work, respect, trustworthiness, and a commitment to making decisions in the best interest of the entire organization. With their leadership, the companies aim to further their mission of becoming the first choice for clients and team members alike while fostering an inclusive and diverse environment.

"This next phase represents a crucial turning point for our organization," said Jennifer Oaks. *"With the guidance of our Executive Leadership Team, we will not only meet the financial goals of our stakeholders but also cultivate a culture of success and unity. I'm eager to collaborate with this talented team as we move forward."*

About Gerald Printing and Liberty Imaging

Gerald Printing and Liberty Imaging, part of Purpose Group, offer comprehensive printing, signage, decorated apparel, and promotional products across multiple locations in Kentucky and Tennessee. Both brands are known for their quality products and dedication to customer satisfaction.

