

Press Release:
For Immediate Release

**BASCO PROMOTES JENNIFER BURKE TO
SENIOR DIRECTOR OF CUSTOMER SERVICE**

Mason, OH – June, 2008 – Don Gamble, Executive Vice President of Sales & Marketing for Basco Shower Enclosures, announces the promotion of Jennifer Burke to the position of Senior Director of Customer Service.

Jennifer joined Basco in 1996 and has since served in varying roles of increasing responsibility across several areas of the company, most recently as Director of Materials Control.

In her new role, Jeni will be responsible for the management and development of Basco's Data Entry, Customer Service, and Technical Support Departments to ensure exceptional service within the call center and support our customers' diverse technical requirements.

“Because of her vast technical knowledge and in-depth understanding of our operations processes, Jeni will be able to provide exceptional support for our customers and take our quality of service to the next level,” reports Gamble.

Since 1955, Basco has earned the trust of millions of customers by designing and fabricating quality custom shower doors and shower enclosures. Basco's approach to innovation, knowledgeable customer service staff, on-time delivery, product guarantees, and a full training program has helped establish them as the known and trusted industry leader. They are consistently rated number one in quality and brand preference within the industry. To learn more visit www.bascoshowerdoor.com.