



65 Skyway Ave,
Toronto, ON M9W 6C7 Canada
tel: +1.416.675.9320
fax: +1.416.675.6865
www.nafa.ca

July 08, 2010

NEWS RELEASE: NAFA Senior Management Appointments

Michael Mengar, NAFA President & CEO, and Paul Flemming, NAFA Chairman, are pleased to announce the following senior management appointments recently approved by the NAFA Board of Directors:

- Doug Lawson has been appointed Senior Vice-President, Finance & Administration and Chief Financial Officer, effective July 1, 2010. Doug is a Canadian Chartered Accountant and joined NAFA as Corporate Controller in January 2010, following a twenty-five year career as CFO and other senior management positions in companies in both Canada and the U.S. In his new position, he will have full senior executive responsibilities for all of the NAFA worldwide financial and administrative functions.
- Sebastian Jansen has been appointed Senior Vice-President, NAFA Europe, where he will have full Managing Director responsibilities for NAFA's European mink operations. Sebastian has represented NAFA as an exclusive mink solicitation and collection agent in Europe since 1993, through his personally-owned company, Multifur B.V. In late 2009, NAFA purchased Multifur B.V. with the objective of expanding our mink business in Europe. Sebastian will also direct our operation in Poland, where we have built a 75,000 square foot, fully equipped pelt grading and handling facility in Goleniow, where we now prepare our European mink assortments.
- Diane Benedetti has been appointed International Marketing Director for NAFA, with senior management responsibility for all of NAFA's advertising and promotional programs worldwide. Diane has worked for NAFA in this capacity in the Far East markets for the past 25 years and has been a key player in making our NAFA label the number one brand in the now critically important Chinese market. Her responsibilities have now been extended to all the world markets, including Russia, Greece, Korea, the United States and the other key markets for NAFA's advertising programs and product promotion.
- Doug Fizzell, former Executive Vice-President & CFO, will continue to work with NAFA on a reduced basis in his capacity as Corporate Secretary to the NAFA Board of Directors, and he will also handle special projects as directed by Michael Mengar.