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**SENTRY GROUP BEGINS MANUFACTURING GUN SAFES TODAY  
AT ITS NORTH AMERICAN PLANT**

*New manufacturing will add 30 jobs to its main headquarters in Rochester, New York*

ROCHESTER, N.Y. –Sentry Group, the world leader in residential and light-commercial fire-resistant and security storage containers, begins production today of its high-end, fully-featured gun safes at its plant in Rochester, NY. First manufactured in Shanghai, China, many of the 18-24-large capacity gun safes will now be manufactured in 30,000 square feet of redesigned space inside the company’s manufacturing plant at 900 Linden Avenue. The move will add 30 new jobs locally over the next four years.

“In a time when most manufacturers are moving operations out of the country, Sentry Group is delighted to bring part of our gun safe manufacturing to the United States,” said Jim Brush, president and CEO of Sentry Group. “The incentive package assembled by our partners — COMIDA, Empire State Development and RG&E —helped us close a gap between competitive site offers from other regions of the United States and Mexico, in order for us to position ourselves for success with overseas competitors.”

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“With the growing cost of steel and increasing freight expense to ship tons of product from China, it just made sense for us to re-evaluate our approach to the gun safe business. By producing these gun safes domestically, we will be able to keep costs down and offer retail-specific customization with the ability to react to sales volume spikes with very short lead time,” said Brush.

Partnerships and funding with key public agencies made the move possible. Empire State Development Corporation (\$100,000), COMIDA (\$200,000) and RG&E (\$230,000 in capital and rate incentives) – introduced by Greater Rochester Enterprise President Michael Finney – made it financially possible for Sentry Group to effectively make the move.

“Sentry Group has made a commitment to the Rochester area by bringing back a production line from overseas to help it better reach the North American market and ensuring that the company’s growth continues in the very place it was founded,” said Charles A. Gargano, Empire State Development Chairman.

“I applaud Sentry Group for its investment in our community and its commitment to growing jobs locally,” said Monroe County Executive Maggie Brooks. “We recognize that companies have a choice in where they do business, and we are pleased that Sentry Group chose to expand their manufacturing operations in Rochester.”

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“Rochester Gas and Electric Corporation congratulates and applauds Sentry Group’s decision to expand its East Rochester manufacturing operations,” said Jim Laurito, RG&E’s president. “Sentry has been our valued customer for many years, and we are pleased to provide the economic development incentives that helped make this important decision possible.”

SentrySafe Gun Safes are available at outdoor, sporting goods, DIY and mass market retailers around the globe. For more information about products and availability, go online to [www.sentrysafe.com](http://www.sentrysafe.com).

Founded in 1930, Sentry operates manufacturing facilities in Rochester, New York and Shanghai, China. In addition, Sentry Group’s satellite sales offices in Belgium, the United Kingdom, Canada and Japan provide customers all over the world with affordable fire-resistant and security storage containers.

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