

**FOR IMMEDIATE RELEASE: July 21, 2015**

**Contact:** Christine Anderson  
Sammons Enterprises  
214.210.5064  
Canderson@sammonscorp.com

**BRIGGS INTERNATIONAL APPOINTS NEW PRESIDENT AND CHIEF EXECUTIVE OFFICER**

**Dallas, Texas:** International materials handling equipment distributor, Briggs International, has appointed Darron Ash President and Chief Executive Officer. Ash was previously chief financial officer for Sammons Enterprises, Inc., the holding company for Briggs International.

“Our Briggs businesses continue to expand service and product lines to provide customers with solutions that minimize the cost of operating materials handling equipment,” said Heather Kreager, Chief Executive Officer for Sammons Enterprises. “Under Darron’s leadership, we expect Briggs companies to evolve further, leveraging innovative practices from across the global business to give customers access to innovative and effective materials handling solutions and services.”

During his tenure with Sammons Enterprises Ash has been responsible for all aspects of the company’s financial planning and reporting. He also worked closely with the company’s Board of Directors in defining the company’s growth strategy and in evaluating capital allocation and opportunities for value creation across the Sammons Enterprises businesses. Prior to joining Sammons Enterprises in 2006, Ash’s professional background was in the private equity and public accounting industries.

**About Briggs International**

Briggs International is an industrial equipment business composed of Briggs Equipment US, Briggs Equipment UK, and Briggs Equipment Mexico. Briggs businesses provide materials handling equipment sales, rentals, parts and services to customers across a range of industries. The company is one of the largest distributors of Yale and Hyster materials-handling equipment in the US, Mexico, and the United Kingdom. For more information, visit [www.briggsequipment.com](http://www.briggsequipment.com).

**About Sammons Enterprises, Inc.**

Sammons Enterprises, Inc., is a diverse holding company composed of financial services, industrial equipment, and real estate investment businesses operating in five countries. Headquartered in Dallas, Texas (US), Sammons was established in 1938. With more than \$4 billion in annual revenues and \$70 billion in assets, we are one of the largest privately held companies in the US. For more information, visit [www.sammonsenterprises.com](http://www.sammonsenterprises.com).

**###**