



**The Welding Accessory Experts™**

**FOR IMMEDIATE RELEASE**

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**ARC-ZONE.COM NAMES JOHN DIMOCK  
VICE PRESIDENT OF PRODUCT MARKETING**

San Diego, California, November 15, 2000. John Dimock as been named Vice President, Product Marketing of Arc-Zone.com®, announced Jim Watson, president. An industry-leading professional, Dimock brings over 20 years of combined machine tool and welding industry experience to this position.

According to Watson, Dimock will be responsible for developing the existing customer base and identifying new market opportunities in this newly-created position.

"He will play a key role in the management and direction of Arc-Zone.com®," says Watson. "We are very fortunate to have John join the Arc-Zone.com® team. "In addition to his highly-developed technical expertise, John possesses excellent 'people skills' that will be an great asset for us."

Prior to joining Arc-Zone.com®, Dimock worked for such companies as Yamazen U.S.A., Weldcraft and, most recently, Profax. He joins Arc-Zone.com® as an equity holder in the business.

**- MORE -**

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**ARC-ZONE.COM NAMES JOHN DIMOCK VP OF PRODUCT MARKETING**  
**ADD 1**

Dimock has over 10 years of direct welding industry experience in sales and product management as well as over 10 years of machine tool sales experience. For this new position, Dimock relocated from Houston, Texas, with his wife.

Arc-Zone.com® delivers innovative welding accessory products, services and solutions used by professional fabricators and welding and manufacturing engineers to improve operations, reduce costs and ensure quality.

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