



FOR IMMEDIATE RELEASE

Contact: Mary Ann Lynn  
Vice President, Marketing & Public Relations  
Carew International, Inc.  
Phone: 513.619.4255  
E-mail: [maryann.lynn@carew.com](mailto:maryann.lynn@carew.com)

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## Carew Named a “Supplier of the Year” by Bayer HealthCare

Carew International, a leading provider of sales training and leadership development, was named a “2007 Supplier of the Year” by Bayer HealthCare, Animal Health division. Carew was among six companies recognized from thousands of suppliers used by the Animal Health Division of Bayer in Kansas.

“Obviously, we are pleased and proud to be recognized for outstanding performance,” stated Carew CEO Jeffrey Seeley. “But recognition from customers is especially relevant, because unrivaled customer service and program customization have long been our niche in the sales training industry.”

Criteria used by Bayer Animal Health in selecting award winners included consistency in meeting or exceeding expectations, continuous measurable improvement in the quality of goods and services provided, and achievement of cost reduction. *Supplier of the Year* awards were presented January 29, 2008 at a ceremony in Shawnee, Kansas.



Joerg Ohle, President and General Manager of Bayer Animal Health, North America, presented the supplier awards. “Carew’s passion for their work and their passion for us, their customer, truly guides their performance – and their partnership with Bayer. They are here tonight to be recognized for that effort...and for that passion. We truly appreciate their attention and superior level of service.”

Carew International is a leader in sales training and leadership development; specializing in comprehensive, proven program for sales, sales management and customer service excellence. For over 30 years, Carew has earned its reputation of delivering increased productivity and profitability to our valued clients world wide. Carew International is headquartered in Greater Cincinnati.

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Pictured from left to right,  
Joerg Ohle President and General Manager, Bayer Animal Health  
Jeff Seeley, President and CEO, Carew International  
Michael Lautner, VP National Accounts, Carew International  
Thomas Lagan, Procurement Manager, Bayer Animal Health