

# Briggs and Stratton Corporation Announces SEDCO, Inc Distributor of the Year

## **BRIGGS & STRATTON CORPORATION ANNOUNCES SEDCO, INC., DISTRIBUTOR OF THE YEAR**

**MILWAUKEE, WISCONSIN- December 10, 2010** - Briggs & Stratton Corporation, recently awarded "Distributor of the Year" to SEDCO, Inc., located in Pendergrass, GA. Bill Reitman, Senior Vice President Business Development and Customer Support for Briggs & Stratton presented the award to Frank Manno, President of SEDCO, Inc.

Doug Dougherty, Senior Director of Distributor Support for Briggs & Stratton stated, "This award recognizes the highest level of service provided in several metrics that we track throughout the year. Some of the metrics we feel are critical to the success of our organization and are important to our service dealer organization are high fill rates, next day delivery, training and technical support. Also, we track the metrics of the Territory Sales & Service Managers who successfully implement factory sales and service programs, and much more. We mutually set minimum standards and track performance throughout the year with each of our distributors. I am proud to say that we had several other distributors who excelled this year, and were also deserving of this award. It is the goal of Briggs & Stratton and the Independent Distributor Network (IDN) to continually strive to improve and offer world class service support."