



NEWS

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Middough Inc. Announces New Marketing Manager

Company adds Peter J. Baka to lead marketing efforts

CLEVELAND, Ohio (March 2, 2010) — Middough Inc., a top ranking U.S. architectural, engineering and management services company, is pleased to announce that Peter J. Baka has joined the company as its marketing manager, this announcement was made by President and CEO, Ronald R. Ledin.

Baka will be responsible for directing and managing the company's strategic marketing efforts, including brand development, advertising, public relations, Web-based initiatives and trade show management. He brings a wealth of experience to the company and will be leading the national marketing strategy as Middough expands their reach across the North American markets.

Technology, leadership, forward thinking and talent was a contributing factor in Baka's decision to accept his new role with the company. "Middough has a long culture of developing strong relationships with their clients and employees," said Baka. "The company has many project successes every day that rarely get promoted. With the right communications strategy, Middough will be recognized as a high-performer and strong national brand."

Baka brings more than 15 years of national and international marketing and sales management experience to his new role. His background includes serving as marketing communications manager for Lincoln Electric, business development manager for GED Integrated Systems, national trade show sales manager for Advanstar Communications and co-marketing manager for Swagelok Co. Baka earned a bachelor's degree in marketing from Ohio University and a master's degree in business administration from Baldwin Wallace College.

About Middough Inc.

For more than 60 years, Middough Inc. has been recognized for its performance and leadership as an international company in architecture, engineering and management services. With major offices in Cleveland, Chicago, Atlanta, Philadelphia, Phoenix and St. Louis and additional offices nationally comprising more than 700 professionals, Middough provides a full-range of traditional and specialized design, technical and management services worldwide. For more information about Middough, visit www.middough.com.

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