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FOR IMMEDIATE RELEASE

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Robert DeFrancesco Returns as EESF Campaign Chairman for 2009



December 30, 2008 - The Elevator Escalator Safety Foundation (EESF) announces the selection of Robert DeFrancesco of Benfield Electric, as Campaign Chairman for the 2009 fundraising year. DeFrancesco will lead the 2009 fundraising team in seeking tax-deductible donations to further the EESF’s mission of elevator, escalator and moving walk safety. Serving as 2008 campaign chairman, DeFrancesco was responsible for raising **\$316,186** for the Foundation.

The 2009 campaign will take on a new approach, which DeFrancesco and EESF board members hope will expand the donor base for the Foundation. While DeFrancesco will lead the campaign as chairman, several regional co-chairmen will be appointed to give the campaign more local focus to certain areas of the United States. The regional co-chairmen will be announced in January 2009.

The Safe-T Rider program’s 2008/2009 school year goal is to send materials to 600,000 children in the United States and Canada. This is an increase of 100,000 children over last year and 150,000 children over the year before. This increase is possible partly because of successfully run campaigns and the campaign chairmen behind them.

Kevin Moylan, EESF chairman, is pleased with the selection of DeFrancesco as well as the new format of the campaign. "Bobby is the perfect person to lead our new campaign plan - this was an idea that came from the brainstorming session at our 2008 annual meeting," said Moylan. "He did such a great job for us last year."

DeFrancesco, known to colleagues and friends as “Bobby Dee,” started his career in the industry in 1960 with Central Electric Supply. He became full partner in 1982, opening

Central Elevator & Electrical Supply Company, selling exclusively to the elevator industry. In 1997, DeFrancesco sold Central to Benfield Electric. He remains President of the company while selling elevator products, supplies and cables to the Northeast region.

DeFrancesco's achievements in the industry are many and his involvement is extensive. He held the position of NAEC Board Member from 1993 to 1997 and was NAEC Convention Exhibit Chairman for 10 years. DeFrancesco also served the NAEC as World Expo Chairman for two years. In 2001, NAEC awarded DeFrancesco with the esteemed President's Award. In 2003, he was named Man of the Year by the New York Pop Frohlinger Golf Outing. DeFrancesco received the William C. Sturgeon Distinguished Service award from NAEC in 2005. He currently serves the ECNY as a Board Member and Chairman of the dinner dance, as he has since 1997.

Bobby Dee has been married to his lovely wife, Elaine, for 38 years. They have a daughter, Elaine Theresa, who is his best friend.

For more information regarding how you can support the mission of the Elevator Escalator Safety Foundation, visit www.EESF.org or call (800) 949-6442. The Foundation's mission is to educate the public on the safe and proper use of elevators, escalators and moving walks through informational programs.

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