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## **FOR IMMEDIATE RELEASE**

### **Wayne Dalton Welcomes Sarah Schram as Brand Manager**

**LEWISVILLE, Texas (March 3, 2015)** – Wayne Dalton, one of America's most well-known garage door brands, is pleased to announce their new Brand Manager, Sarah Schram. Schram, a versatile marketing manager with almost a decade of experience will develop new selling solutions for the company's dealer partners. She will also handle the marketing and brand strategy for Wayne Dalton, including creating marketing materials, attending trade shows and supporting dealers in the field.

Schram began her career with Direct Effect, a media placement agency in Norman, Oklahoma. She gained valuable experience from her time at Omni Hotels & Resorts in Dallas, Texas as communications manager, where she was responsible for media relations at the property level. Schram then moved to Cypress Equities, a commercial real estate development company, managing marketing for field assets.

"I am excited to be a part of the Wayne Dalton family and look forward to working closely with our dealers," said Schram.

Schram has a degree in Marketing from the University of Oklahoma and a Master's of Journalism from the University of North Texas. She is a member of the American Marketing Association.

For more information on Wayne Dalton commercial garage doors, or to find a Wayne Dalton dealer, visit [www.Wayne-Dalton.com](http://www.Wayne-Dalton.com), like Wayne Dalton on [Facebook](#) or follow Wayne Dalton on [Twitter](#).

#### **About Wayne Dalton**

Wayne Dalton, a division of Overhead Door Corporation, is a world-class leader that has designed and manufactured residential and commercial garage doors for over 50 years. For dealers, the company is known as a proactive business partner that prides itself on providing a wide variety of easy-to-install innovative products and smart sales tools that help them grow their business. At the same time, Wayne Dalton simplifies the purchase process by providing a full range of door options and styles through conveniently located dealers. Nine manufacturing facilities, over 70 Sales Centers, and over 2,000 independent dealers, both domestic and international, ensure unmatched distribution. Wayne Dalton continues to expand its offering into other building material categories, and offers a complete line of Fabric Shield Storm Protection Products. For more information, visit [www.Wayne-Dalton.com](http://www.Wayne-Dalton.com), our [Facebook](#) page or follow us on [Twitter](#).



### **About Overhead Door Corporation**

Overhead Door Corporation, based in Dallas, Texas, is a leading manufacturer of doors and openers for residential, commercial, industrial and transportation applications. The company has five divisions: Access Systems Division (ASD), which features the Overhead Door and Wayne Dalton brands; The Genie Company, manufacturer of remote-controlled garage door opening systems; Horton Automatics, a manufacturer of automatic entrance systems; TODCO, the largest producer of truck doors for the transportation industry; and Creative Door Services, Western Canada's leader in providing door products and services to the residential, commercial and industrial markets. Overhead Door Corporation created the original overhead garage door in 1921 and the first electric garage door opener in 1926. Overhead Door now employs more than 3,500 people, and has 22 manufacturing facilities, 78 regional sales and service and installation centers, and more than 5,000 distributors and dealers that service national builders, national accounts, architects, general contractors and homeowners, as well as major retailers in the U.S. and Canada. Overhead Door Corporation is a subsidiary of Sanwa Holdings Corporation of Tokyo, Japan. For additional information, visit [www.overheaddoor.com](http://www.overheaddoor.com), our [Facebook](#) page or follow us on [Twitter](#).

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