



Power Equipment Direct Hires New President

Power Equipment Direct, Inc. names Anthony Weir as new president and chief operating officer of the fast growing power equipment e-tailer.

Romeoville, IL, February 26, 2007 --(PR.com)-- [Power Equipment Direct](#), Inc. - one of the nation's fastest growing online power equipment retailers - has named Anthony Weir as president and chief operations officer (COO).

The 16-year power equipment veteran will oversee e-tailer's three existing web stores:

[AirCompressorsDirect.com](#)

[PressureWashersDirect.com](#)

[ElectricGeneratorsDirect.com](#)

In addition, Weir will manage and streamline day-to-day operations, helping to prepare the Romeoville, Ill.-based company for additional growth.

Before joining Power Equipment Direct, Weir was an executive at Coleman Powermate, leading the company's marketing and product development division.

Jon Hoch, the founder of Power Equipment Direct, will continue as chief executive officer (CEO). He will manage the creation of additional specialty superstores.

“Power Equipment Direct prides itself as being an expert in its categories. Anthony's expertise will help us significantly grow and improve our operations,” said Hoch.

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