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The Karcher Group Announces Move of Todd Whetstone to Director of Strategic Initiatives

Whetstone focusing on strategic initiatives and acquisitions in new, expanded role

(North Canton, Ohio – January 31, 2012) The Karcher Group (TKG), a North Canton-based web development, marketing and hosting firm, announced the move of Todd Whetstone to Director of Strategic Initiatives.

In his new role, Whetstone, who joined TKG in 2009 as Controller, works with senior management and other company leaders to further refine and define the company's short and long term strategic vision. His main focus includes evaluating potential acquisitions and strategic partnerships for the company. Whetstone has already brokered two acquisitions for TKG, including a data services company in Cleveland, Ohio, and a social media marketing firm, details of which will be announced in coming weeks.

Whetstone's other responsibilities include improving TKG's operational model, developing short and long term financial planning, cultivating key business relationships, and participating in the build out of the company's infrastructure to support future growth plans set for this year and beyond.

In the two-plus years he spent as Controller, he helped manage TKG's overall financial health, budgeting and long-term planning. Whetstone came to TKG following a distinguished career in the finance/accounting industry, having held senior management positions at the accounting firm of Arthur Andersen & Co and several Fortune 500 companies including American Airlines, Citibank and Bank of America.

"We became acquainted with Todd through a mutual friend at the 415 Group, our longtime financial advisor and client," said Geoff Karcher, President of The Karcher Group. "Todd has made a huge impact on our business, first by bringing financial stability and health to TKG and now helping us grow strategically."

About The Karcher Group:

The Karcher Group provides web marketing and web development services to website owners. Located in North Canton, Ohio, The Karcher Group combines design, talent and technology with extraordinary customer service. For more information, please call 1-800-310-0317 or visit <http://www.tkg.com>.