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### **Platinum Advanced Technologies Names New Chief Operating Officer**

St. Petersburg, FL, April 24<sup>th</sup>, 2008... Platinum Advanced Technologies, Inc. has named R.B. "Rob" Coats III as Chief Operating Officer. Rob came to Platinum in September of 2007 as Vice President of Marketing and Sales, and is now being promoted to COO to continue training and building an effective management team at Platinum.

Prior to joining Platinum, Rob was CEO/President of a Regional Mortgage Banking in the southeast. He started the company in 1989 as the sole employee, and at the time of selling his company in 2006, sales had grown to \$500 Million a year with nine different offices located within Alabama and Mississippi. He was responsible for all aspects of the organization, and maintained the corporate focus of service while building the company infrastructure from ground up.

Rob graduated from Huntingdon College with a BA degree in Business and Corporate Finance (1981). During the last 15 years he has also been very involved in a number of startup companies in the real estate and manufacturing fields along with a wide variety of residential construction ventures ranging from the \$125K to \$1.5 million residential properties.

Rob is excited about the promotion, and says "I am enthusiastic about the opportunities that Platinum has to offer to the building industry, and I am looking forward to being an integral part of our continued growth in the future".

- More -

Platinum Ultimate™ and Platinum Performance™ products are designed to provide builders with solutions and an edge in today's challenging market. This innovative technology combines recycled light-gage steel and polyurethane to offer a product that is strong, energy efficient, environmentally conscious, decay resistant, and quicker and easier to install.

Platinum Technology™ is being used in buildings all over the Southeast region. Platinum's corporate offices are located in St. Petersburg, Florida and manufacturing is done in Slocumb, Alabama.

Along with competitive pricing, other benefits of Platinum Technology™ are less job site waste, straight and true walls and a cleaner, healthier indoor air environment. With a product like Platinum, everyone from the builder to the homeowner and even mother earth benefits!

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Note to Editor:

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