



PRESS RELEASE

FOR IMMEDIATE RELEASE

July 7th, 2016

BBB INDUSTRIES MOURNS THE PASSING OF CEO JOSEPH M. BERETTA

DAPHNE, ALABAMA: BBB Industries LLC announced that Chief Executive Officer and Automotive Industry veteran Joseph (“Joe”) Beretta passed away suddenly on July 2, 2016.

Mr. Beretta brought a wide range of executive experience to BBB Industries including manufacturing, global sourcing, supply-chain management, sales and marketing, distribution operations, new product development, and engineering.

He will be remembered most for his unique way of bringing people together to accomplish what others thought was impossible. He was a man whose heart held no boundaries for kindness and a mind that saw creativity and innovation as limitless. His vision for BBB Industries will continue well into the future through the people he leaves behind.

“Joe was a singular guy, who combined deep industry insight with a warm and open personality that endeared him to everyone he dealt with. It was a privilege to work with him and he will be sorely missed”, stated Derek Whitworth, Chairman BBB Industries.

“Our industry has lost one of its strongest partners. We shall miss his guidance”, stated Don Bigler, Vice Chairman BBB Industries.

Mr. Beretta held various key positions in the Automotive Aftermarket shortly after his graduation from Oral Roberts University in 1976. He began his career with Cardone Industries, rising through its ranks, ultimately becoming their Chief Operating Officer. After twenty-six years with Cardone, Mr. Beretta joined Dorman Products in January 2004 as Senior Vice President, Product. He became co-President in February 2011 and served in that capacity until August 2013. Between 2013 and 2014, he was acting COO for Parts Life Inc. In September 2015, Mr. Beretta, a member of BBB Industries Board of Directors, was appointed Chief Executive Officer. He served in that position until his death.

He is survived by his treasured wife of 32 years, Lillian Beretta; daughter, Gabrielle (David) Shepherd; son, Joseph (Samantha) Beretta, Jr; parents, Rev. Joseph and Patricia Beretta; siblings, Sandi Wharton and Dina (Tim) Spuler; as well as dozens of much loved nieces, nephews, great nieces & great nephews.

He was “Papa Joe” to many, a gifted mentor and a true Renaissance man. His hobbies included growing grapes and producing his own wine, beekeeping, aquaponics, and making brick oven pizza. He loved the Lord, his family, beauty, and efficiency and lived a life of integrity and generosity.

In lieu of flowers, donations can be made to The Joe Beretta Foundation, an organization dedicated to meeting practical needs of families dealing with advanced heart failure:

www.thejoerberettafoundation.com



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