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SOFTSWITCHING TECHNOLOGIES OPENS ASIA OFFICE

SoftSwitching Technologies Expands Global Reach with New Singapore Headquarters

MIDDLETON, WI—SoftSwitching Technologies® (SST), a growing global leader in the power quality industry, is pleased to announce the opening of its first international office in Singapore. SoftSwitching Technologies Asia, scheduled to open this spring, will promote SoftSwitching Technologies power quality detection and protection solutions for the semiconductor market, and provide a customer support center dedicated to growing the global SoftSwitching Technologies semiconductor business in Asia.

“Asia leads the market in the global semiconductor industry, making Singapore the ideal location for SoftSwitching Technologies Asia,” says Rob Loomis, president and CEO of SoftSwitching Technologies. “The global semiconductor industry welcomes our power quality solutions because they work, and we’re pleased to be expanding into Asia where our solutions are urgently needed. We expect this new office will be the first of many global SoftSwitching Technologies offices launching worldwide as we continue to grow.”

SoftSwitching Technologies entered the Asian market six years ago by establishing a partnership with Singapore distributor PC2M Asia Pacific Private Limited, a subsidiary of Precicon D&C Private Limited (“PD&C”) who is the Singapore’s leading distributor for industrial control, sensing and monitoring solutions. PD&C is a wholly owned subsidiary of Tai Sin Electric Limited (“TSE”), an electric solutions company listed on the Singapore Main Board.

Francis Phang, who was formerly the Product Manager at PC2M for SST products and services, has joined SST sales team as a Regional Manager of the Singapore office to further provide enhanced level of commercial and technical support to existing, established distribution network, and expand SST business in the region.

Precicon D&C has been re-appointed to continue the role of a SST’s distributor for Singapore market. “The Singapore office, located within the premises of PD&C, will allow us to create a customer support center devoted to serving the Asia market as it continues to thrive,” said Rick Smith, International Director of Sales for SoftSwitching Technologies, who will work with Francis Phang in Singapore. “By maintaining a presence in Asia, we hope to become the trusted partner for Asia’s automated industrial markets and believe our success will open the door to future growth.”



About SoftSwitching Technologies

SoftSwitching Technologies is a global leader in power quality solutions for all automated industrial markets, developing products, systems and services that effectively monitor, correct and restore the power at any automated manufacturing operation and protect sensitive processes, equipment and facilities from the negative effects of Dirty Power. SoftSwitching Technologies was founded in 1995 and introduced its first power quality market solution, the DySC®, in 1998. Today, SoftSwitching Technologies offers some of the most affordable, effective and scalable power quality and monitoring solutions available on the market. Customers include both middle market firms and blue chip companies such as General Motors, Chrysler, Ford, BMW, Honda, Applied Materials, Texas Instruments, Motorola, Hynix, Kraft, General Mills, Campbell's, ConAgra Foods and Anheuser Busch. For additional information, visit www.SoftSwitch.com.