

All Sensors Corporation

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PRESS RELEASE
For Immediate Release

Sales Reorganization

February 2012

All Sensors Corporation of Morgan Hill, California has announced a major sales reorganization effective immediately.

Europe

All Sensors has appointed BS Rep GmbH (www.sensor-rep.com), managed by Mr. Uli Michels, as their exclusive representative and European distributor. In conjunction with this change the distribution agreement with Asentec GmbH has been terminated and the license agreement with Asenstec GmbH has also been terminated. The licensing agreement allowed Asentec GmbH to use the name "All Sensors Europe GmbH" to conduct business in Europe. This license is no longer valid.

Japan

All Sensors has appointed Aitech as a representative and distributor for Japan. In conjunction with this change, Global Electronics no longer acts in any capacity for All Sensors.

United States

All Sensors has hired Jim McNeil as a sales manager. Mr. McNeil has over twenty years sensor selling experience and was most recently US Sales Manager for Sensortechnics GmbH. Mr. McNeil will establish a sales office near Boston, MA. In addition, All Sensors has terminated all US sales representatives with the exception of Sentech Measurements Inc (located in California) and JCA & Associates Inc (located in Florida).

For additional information, please contact All Sensors directly.

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