



FOR IMMEDIATE RELEASE

ID TECH Promotes Roberto Palumbo To VP Of Sales

Global Card Reader And POS Product Manufacturer Taps Industry Veteran To Drive Sales Strategies In The Americas And Europe

CYPRESS CALIF.(March 09, 2009) – ID TECH, the most trusted global manufacturer of standard- and custom-configuration card readers, OEM components and POS peripherals today announced the promotion of Roberto Palumbo to vice president of sales for the Americas and Europe.

Palumbo, who started his new role on Jan. 5, 2009, takes the reigns of a sales force that is aggressively expanding its geographical and market coverage. Palumbo joined ID TECH in February 2006 as a regional sales manager. Prior to ID TECH, he was vice president of sales at Future Electronics, where he worked for 11 years including a two-year stint in Europe focused on expanding the company internationally. At ID TECH, Palumbo oversees sales operations in Latin and North America, and Europe. He reports directly to Stanley Ning, president of ID TECH.



Roberto Palumbo
ID TECH Vice President Sales
The Americas and EMEA

“Roberto brings energetic sales leadership to ID TECH,” said Ning. “He never stops strategizing with or coaching his people. In a short time, he has established an environment of teamwork and accountability that has led to improved communications and coordination of efforts among the members of his international sales team.”

Palumbo speaks three languages – , English, French and Italian – and is a classic car buff and wine aficionado and loves to cook. He is also a fan of the Montreal Canadians ice hockey club.

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About ID TECH

ID TECH is a privately held company with sales, manufacturing and research facilities around the world. The company has a well-established reputation for technical excellence through research and engineering design. Designing dependable, feature-rich products has made ID TECH a leading supplier of magstripe and smart card readers, barcode readers, keyboards, PCI-compliant PIN pads, and other specialty products for OEMs, VARs, resellers, distributors, and key end users. ID TECH provides both standard and custom solutions to support customer requirements. Find more about ID TECH and locate a sales and product representative at www.idtechproducts.com.

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