



FOR IMMEDIATE RELEASE

ID TECH Appoints Industry Veteran To Head Up Sales And Marketing In Asia Tesla Yuan Joins Leading Card-Reader Product Supplier As Vice President

CYPRESS, CALIF. (March 02, 2009) – ID TECH, the most trusted global manufacturer of standard- and custom-configuration card readers, OEM components and POS peripherals today announced that it has enhanced its executive leadership in Asia with the appointment of Tesla Yuan as associate general manager and vice president of sales and marketing of ID TECH Taiwan.

Yuan has more than 25 years of industry experience. Most recently he was in charge of product marketing, product service and global manufacturing functions at Unitech’s ADC Division. Joining ID TECH on Feb. 2, 2009, Yuan responsibilities include developing and driving sales and marketing programs in Asia, as well as oversight for manufacturing operations. His experience includes leading a global implementation an Oracle ERP solution, oversight of ISO certification and renewal, and developing and launching a new manufacturing facility. Yuan will report directly to Stanley Ning, president of ID TECH.

“ID TECH is looking to grow its business in Asia profitably and efficiently, and Tesla Yuan has the experience and knowledge to successfully drive our initiatives in the region,” said Ning. “With his background in sales and marketing and his expertise in manufacturing and ISO standards, he strengthens an already world-class team in Asia.”

With a long-time manufacturing and R&D presence in Taiwan and China, ID TECH last year opened a sales office to support efforts in the region. The company is a leading supplier of card-reader products and components to terminal and kiosk manufacturers

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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