



Bosch announces integration of Security and Communications Systems Divisions

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Organization designed for improved customer experience

Fairport, NY - Bosch Security Systems, Inc. will realign its sales, marketing, and customer service and support organizations in a move that will combine the Security Systems and Communications Systems Divisions in the Americas. Effective January 1, 2010, the changes will result in a fully integrated organization that makes it easier for customers to do business with Bosch.

The senior leadership team of the combined organization will incorporate key executives from both Security Systems and Communications Systems. This structure ensures the strengths of each division will be leveraged in the organization's unified approach to the market.

Heading the team, Jeremy Hockham, president of sales for the Americas, will lead sales, marketing, business development, technical and project support and customer service for the combined organization in North and South America. Christopher Gerace will continue in his role as president.

Eric Cechak, Franck Fabry, Daniel Nix and Kelly Priest will head the four U.S. sales regions as vice presidents. Robert Drob will lead sales of major projects. Robert Loacker and Norm Hoefler will lead all sales and marketing activities in Latin America and Canada respectively.

Thomas Hansen, who previously held the position of vice president, Americas for the Communications Systems Division, will now serve as vice president of key accounts.

“With unified sales and account management teams, it will be easier for our security and communications customers to expand their current product offerings to include other systems from our broad portfolio,” expressed Hansen. “With the new structure, we will be better positioned to help our customers achieve greater profitability and expand their businesses.”

Nick Valente will continue as vice president of business development, and Daniel Gundlach will maintain his role as vice president of marketing for the Americas. Jim Musshafen will

serve as director of training, technical and project support, and Paul Loughridge will head customer service.

“The integration will enable us to provide customers with a more cohesive and streamlined experience in the future – whether they are collaborating with sales to win business, participating in training courses or utilizing our support services,” said Hockham.

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The Bosch Group is a leading global supplier of technology and services. In the areas of automotive and industrial technology, consumer goods, and building technology, some 280,000 associates generated sales of 45.1 billion euros (\$66.4 billion) in fiscal year 2008. The Bosch Group comprises Robert Bosch GmbH and its more than 300 subsidiaries and regional companies in over 60 countries. Including sales and service partners, Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. Each year, Bosch spends more than 3.5 billion euros (\$5.7 billion), or eight percent of its sales revenue, for research and development and applies for over 3,000 patents worldwide. With all its products and services, Bosch enhances the quality of life by providing solutions which are both innovative and beneficial.

In North America, the Bosch Group manufactures and markets automotive original equipment and aftermarket products, industrial drives and control technology, power tools, security and packaging technology, thermotechnology, household appliances, solar energy and healthcare. Bosch employs nearly 24,000 associates in more than 70 locations throughout the U.S., Canada and Mexico, with reported sales of \$8.6 billion in fiscal 2008. For more information on the company, visit www.boschusa.com.

Bosch Security Systems, Inc., a division of the Bosch Group, develops and markets a broad range of products and systems for security, video surveillance, life safety, personnel and asset tracking applications, as well as for communication and professional audio installations. Worldwide, Bosch Security Systems employs more than 11,000 associates and reported sales of \$2 billion in fiscal 2008. For more information, visit www.boschsecurity.us or call (800) 289-0096.