

Atdec Strengthens US Presence with Appointment of New Distributor for AV/Retail Market

Australian designer, manufacturer and exporter of visual display mounting systems, Atdec Pty Limited, has strengthened its presence in the US market by appointing Mark Donnelly to head up its US distribution efforts for the AV/Retail sector.

Atdec has been developing and manufacturing visual display mounting systems for flat panel plasma and LCD TVs and monitors for more than 20 years, and we have been exporting to the US for 10 years, said Stephen Crozier, Managing Director and co-founder of Atdec. It is a key market for us, with excellent growth potential, so we decided to strengthen our position in the US by appointing Mark Donnelly. He has more than 20 years of experience in the volatile technology and electronics sectors, and we expect Mark to help us drive strong growth through his sales and distribution expertise.

Before launching his own company, Mark Donnelly was Vice President of US Sales for BenQ, the world's third-largest manufacturer of LCD displays. Under his sales leadership, the company grew its revenues by nearly 70 per cent in 2004. In addition to initiating new computer retailer recruits into the BenQ channel, Mark also was responsible for the e-tail, commercial reseller and pro-AV businesses.

Prior to BenQ, Mark spent over 10 years with Samsung Electronics DIT. His last position at that company was Vice President of US Sales a position he held for over 3 years. During this period Samsungs business grew from US \$80m in 1997 to US \$600m in 2003. Channels covered included retail, commercial and pro-AV. The company achieved market share leadership in retail for TFT monitors and held the second largest market share for monochrome laser printers. Samsung products were sold in over 3,600 outlets throughout the US and customers included all major electronics retailers.

Mark holds a BS Degree in Accounting from Bowling Green State University, Ohio and a Masters Degree in Finance from the University of Colorado.

About Atdec

Established in 1998, Atdec is an Australian enterprise that designs and manufactures visual display mounting systems for electronic units such as computer monitors, display monitors, flat screen technology and televisions. In its role as industry specialists, it provides product to a broad range of clients including: banking & finance, corporate, government, hospitality, information technology, medical & health care, retail & tourism and commercial furniture suppliers.

Worldwide customers include McDonalds, Merrill Lynch, CBS, Compaq, Morgan Stanley, Bloomborgs, HermanMiller, Wells Fargo, London Underground, Cheesecake Factory, Pepboys, BHP Billiton and Westpac Bank. It also partners with most of the global electronics manufacturers designing and producing Atdec mounting solutions to complement their individual products. Visit our website at www.atdec.com.