

Press Release

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Bosch Communications Systems

Bosch Communications Systems Announces New Sales Manager, Mexico

April 2008

Bosch Communications Systems, one of the world's leading manufacturers and suppliers of professional audio, wireless, life safety, and communications equipment (Bosch®, Dynacord®, Electro-Voice®, Klark Teknik®, Midas®, RTS®, Telex®), is pleased to announce the appointment of Ernesto Montañez as their new Sales Manager for Mexico. Based at the Robert Bosch office in Mexico City, Montanez will oversee all Bosch Communications Systems' current sales channel partners in Mexico, effective April 28th, 2008.



Montañez brings over 10 years of professional audio experience to this position. A native of Mexico City, Montañez joins Bosch Communications Systems after working for the past two years as the Sales Manager Pro Audio for Sennheiser Mexico. Prior to that, Montañez worked for eight years for Multimedia, an AV integrator operating in Mexico City and Monterrey. Ernesto has an Audio Engineering Degree from the Universidad Tecnologia Vicente Perez Rosales in Santiago de Chile, Chile, and obtained various certification requirements from renowned audio manufacturers (Crestron, Bose, Biamp Systems, etc.).

The appointment of Montañez comes on the heels of excellent 2006 and 2007 sales results reported by the company in Mexico.

Franck Fabry, Director of Export Sales for Bosch Communications Systems, remarks: "The healthy sales results Bosch Communications Systems

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experienced in the past two years shows that professional audio, intercoms, conferencing, and public address systems are in growing demand. Ernesto's hiring strengthens our operations and arms us to better service our existing partnerships. Ernesto has solid experience in the local audio industry and demonstrates a very good level of competency in the skills and knowledge required for this position. I believe that Ernesto's personality and technical expertise will be great assets for our current customer base in Mexico. In addition, considering his background, I am confident that our place in the fixed installation market in Mexico will be significantly and positively affected by bringing Ernesto on board."



Ernesto Montañez with Nicolas Betancur, Inside Sales Engineer Latin America, Bosch Communications Systems, at NAB 2008

Montañez is poised for new challenges in this latest appointment. Along with his solid track record in the professional audio industry, Montañez brings his personal enthusiasm, drive, and determination. "I'm looking forward to helping our distributors and systems integrators in Mexico leverage Bosch's superior technology to meet the needs of their customers," Montañez said.

Starting April 28th, Ernesto Montañez can be reached at:

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Bosch Communications Systems—a business unit of Bosch Security Systems—is one of the world's leading manufacturers and suppliers of professional audio, wireless, life safety and communication equipment. Bosch Communications Systems offers complete system solutions for the world's most critical, high-profile installations and events.

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The Bosch Group is a leading global manufacturer of automotive and industrial technology, consumer goods, and building technology. In fiscal 2006, some 260,000 associates generated sales of 43.7 billion euros. Set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as "Workshop for Precision Mechanics and Electrical Engineering," the Bosch Group today comprises a manufacturing, sales, and after-sales service network of some 300 subsidiaries and more than 13,000 Bosch service centers in over 140 countries.

The special ownership structure of the Bosch Group guarantees its financial independence and entrepreneurial freedom. It makes it possible for the company to undertake significant up-front investments in the safeguarding of its future, as well as to do justice to its social responsibility in a manner reflective of the spirit and will of its founder. A total of 92 % of the share capital of Robert Bosch GmbH is held by the charitable foundation Robert Bosch Stiftung. The entrepreneurial ownership functions are carried out by Robert Bosch Industrietreuhand KG.

Additional information can be accessed at www.bosch.com.