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Bosch announces integration of Security and Communications Systems Divisions in the Americas

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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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.

Additional information can be accessed at www.boschcommunications.com

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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 271,000 associates generated sales of 46.3 billion euros in fiscal 2007. The Bosch Group comprises Robert Bosch GmbH and its more than 300 subsidiaries and regional companies in roughly 50 countries.

This worldwide development, manufacturing, and sales network is the foundation for further growth. Each year, Bosch spends more than 3 billion euros for research and development, and applies for over 3,000 patents worldwide. The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as “Workshop for Precision Mechanics and Electrical Engineering.”

The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the

company to plan over the long term and to undertake significant up-front investments in the safeguarding of its future. Ninety-two percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust. The remaining shares are held by the Bosch family and by Robert Bosch GmbH.

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