



FOR IMMEDIATE RELEASE

## **Avitech International Corporation Names Jim York as Business Development Manager and Southeastern Regional Sales Manager**

REDMOND, WASHINGTON, September 27, 2010 – Avitech International Corporation announced today that James (Jim) York has been named Business Development Manager and Southeastern Regional Sales Manager. As Business Development Manager, York will be responsible for developing business markets in the United Kingdom and Ireland. As Southeastern Regional Sales Manager, he will coordinate and establish sales channels in the Southeastern Region of the United States.

“We are pleased to have Jim join us and look forward to working with him,” said Morris Gong, President and CEO of Avitech International. “We believe that he will play a crucial role in expanding and strengthening our sales reach, both in the United States and in the United Kingdom and Ireland.”

York brings with him over 17 years of progressive sales and engineering experience in broadcast and wireless telecommunications. He graduated from Western New England College in Springfield, MA with a degree in mechanical engineering and was trained in aircraft electronics and electronic countermeasure for the U.S. Air Force National Guard. York entered into the broadcast market in 1996 as an Associate Systems Engineer with Thomas Grass Valley (formerly Comark) in Southwick, Massachusetts. He quickly became a Senior Systems Engineer and then took on the role of Senior Sales Engineer. York served nearly 10 years at Thomson before becoming the Manager of RF Technical Sales at Dielectric Communications in Raymond, Maine. Just prior to joining Avitech International, York held the position of Director of Sales and Marketing at Spinner Atlanta located in the metro region of Atlanta, Georgia.

York will play a key role in coordinating sales activity and efforts to establish sales channels, as well as provide support to distributors/dealers and customers in the United Kingdom and Ireland. York’s responsibilities also include pursuing new business to achieve the sales targets by selling direct or by working with dealers and sales representatives in the United States Southeastern Region. York brings to Avitech the experience and dedication necessary for developing and expanding existing and new regional markets. He can be reached at (425) 223-1967 or [jim.york@avitechvideo.com](mailto:jim.york@avitechvideo.com).

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Headquartered in Redmond, Washington, Avitech International Corporation was founded in 1995 to address innovative monitoring solutions. Since then, Avitech International has designed, developed and manufactured multi-image display monitoring solutions (multiviewers) for a broad range of customers in the broadcast, professional A/V, security and IT industries. The company’s modular solutions have served a wide variety of customer needs, from video

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conferencing to mission-critical broadcast control room applications. Avitech International's products help customers achieve their goals by providing affording, reliable solutions to complex problems in dynamic markets.

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