



FOR IMMEDIATE RELEASE

Avitech International Corporation Announces Expanded Role for Sales Manager

REDMOND, WASHINGTON, February 25, 2011 – Avitech International Corporation announced today that James (Jim) Boyd has been promoted to Western Regional Sales Manager. This is part of Avitech’s initiative to consolidate and strengthen its sales team to foster further growth. Boyd will be responsible for all sales channels in the Western half of the United States, including Hawaii and Alaska.

“I’m excited about my new role,” said Boyd. “With a number of new products to be released throughout 2011, my focus will be to strengthen and expand our reseller channels and continue to drive sales and market awareness throughout the Western U.S. Avitech has a great team in place, and I look forward to contributing to our ongoing success.”

Boyd served as Avitech’s Northwestern Regional Sales Manager for the past two years, providing quality service and exhibiting reliable dedication. He has spent more than 10 years in the digital video industry. Boyd can be reached at (425) 885-3863 ext. 110, or jim.boyd@avitechvideo.com.

For more information, please contact Ann Gong at (425) 885-3863 ext. 101 or ann@avitechvideo.com.

Headquartered in Redmond, Washington, Avitech International Corporation was founded in 1995 to address innovative monitoring solutions. Since then, Avitech 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 conferencing to mission-critical broadcast control room applications. Avitech’s products help customers achieve their goals by providing affording, reliable solutions to complex problems in dynamic markets.

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