

## PRESS RELEASE

*Final - for immediate release*

### **Ballard Technology Names New Regional Sales Manager**

**EVERETT, WA – February 5, 2010** – Ballard Technology, Inc., a leading developer of avionics databus test, simulation, and embedded products, today announced that it has appointed Mike Johnson as its new Regional Sales Manager for the northeastern United States and Canada.

"I am pleased to welcome Mike to the sales team," said Bill Schuh, V.P. Sales at Ballard Technology. "Mike has a rich product development, sales and customer support background, which is essential in providing customers the level of support that has been the hallmark of Ballard's success."



Mike has over 25 years experience in Avionics and Aerospace engineering, product management and sales. Mike comes to Ballard from Sensitron, where he was the Western US Regional Business Manager. Prior to Sensitron, Mike held several sales and product management positions with Data Device Corporation, North Atlantic Instruments, and Charles Ross & Son.

Mike's educational accomplishments are as impressive as his business accomplishments. Mike has received a Bachelor's of Science degree in Engineering Chemistry, a Master of Arts degree in Liberal Studies, Electrical Engineering and Industrial Management, and a Master of Science degree in Technological Systems Management, all from the State University of New York in Stony Brook. In addition to his formal education, Mike has been published in several leading Avionics and Aerospace magazines and has authored technical publications and classes for industry conferences and symposia.

#### **About Ballard Technology**

Founded in 1986, Ballard Technology, Inc. produces avionics interface products for military (MIL-STD-1553) and commercial (ARINC, AFDX) test, simulation, and embedded applications. Ballard is committed to total customer satisfaction, product ease-of-use and exceptional customer service. Headquartered in Everett, WA Ballard is supported by a worldwide network of manufacturer's representatives and distributors.

Additional information about Ballard Technology can be found at [www.ballardtech.com](http://www.ballardtech.com)

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