



## **NEE International Formed To Expand Microwave Circuit Sales For NEE**

Phoenix, Arizona Nov 14, 2007. New Era Electronics, Ltd. (NEE), a world leader in volume production of microwave printed circuit boards, together with EastBridge Partners, LLC, a global business consultancy specializing in Asia business development, have established NEE International, LLC, to act as the sales, marketing and technical service company for NEE outside of Asia. Located in Phoenix, Arizona, NEE International is chartered with creating a microwave knowledgeable sales force and expanding sales, primarily in the US and Europe.

NEE International is being led by two microwave industry veterans, Jack Daniels (President) and Kevin Walker (Vice President of Sales and Marketing), who both have extensive experience in the microwave industry with specialty printed circuit board fabricators and laminators.

“NEE has long dominated the Asian market for satellite LNBs, base station power amplifiers and base station antennas”, said Jack Daniels, President of NEE International, “it’s a natural progression for them to set up an international organization to provide outstanding sales and service to customers. I’m pleased that we’re starting the company up with the right mix of experienced people who can leverage their technical background and long-term business relationships to provide exceptional value to our customers.”

“We are focused on supporting the wireless and high speed digital markets outside of Asia for NEE”, added Kevin Walker, Vice President of Sales and Marketing for NEE International, “the company can support high volumes of microwave circuit boards at very competitive prices. NEE is unique in that they are one of the few Asia based PCB companies that have focused their efforts on fabricating circuits on specialty laminates, such as PTFE based materials and some of the newer, high performance thermoset systems. It really positions us well to take advantage of continued growth in wireless infrastructure worldwide.”

New Era Electronics, Ltd. (NEE) is a global producer of RF and microwave printed circuit boards and assemblies in support of high-volume, high-frequency applications. Headquartered in Taoyuan, Taiwan, NEE also has a duplicate factory in Guangzhou, China and plans further capacity expansion in the future.

EastBridge Partners is a global business consultancy specializing in a wide range of business development activities in greater China. EastBridge offers assistance in sales development, distribution, sourcing and establishment of manufacturing alliances. The company will also provide hosted personnel management from business formation through start-up support. With offices in Boston, MA, Suzhou, Shanghai, Shenzhen and Hong Kong, China, EastBridge is well positioned to support and execute business development projects throughout the region.

For further information regarding NEE International, NEE or EastBridge Partners, please contact us at +1.602.910.4650 or send an email to [info@NEEinternational.com](mailto:info@NEEinternational.com).