

**KODEN**

**SI-TEX**

**Koden America, Inc.**

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## **KODEN ELECTRONICS CO., LTD. SELLS SI-TEX BRAND**

**August 18, 2009 St. Petersburg, FL, Riverhead, NY. — Koden America Inc.**, a fully owned subsidiary of **Koden Electronics Co., Ltd.** Tokyo, Japan, announced today that it has sold the **SI-TEX** brand to **NSME, Inc.** of Riverhead, NY. Under the terms of the sale, NSME will be responsible for the sales of all current SI-TEX branded products, and all warranties and repairs of currently supported SI-TEX equipment. NSME also plans to introduce a number of new innovative products under the SI-TEX brand in the near future.

NSME, Inc. is a group of industry veterans and international OEMs that previously supplied most of the products sold under the SI-TEX brand. Ted Bodtmann, a long time Koden America employee, will be the president of NSME, Inc.

Ted Bodtmann, NSME president, said: "SI-TEX has had a long history of bringing unique, reliable, affordable and innovative marine electronics products to the North American market. We will continue this tradition and look forward to introducing many new products soon. With the new ownership SI-TEX is in a great position to offer outstanding value and great service to our dealers and customers."

Koden America will continue to sell and support KODEN brand equipment manufactured by Koden Electronics Co., Ltd. Check out our new Koden website at [www.kodenamerica.com](http://www.kodenamerica.com). Our new site includes easy downloads of operation manuals and brochures to assist commercial customers and dealers.

Steve Sato, president of Koden America, said: "Koden America plans to concentrate on the commercial market, delivering industry leading products for riverboats, tugs, workboats, commercial fishing and government vessels. Our new radars, GPS receivers, GPS compass and sounders are among the world's best and we will focus our full attention to provide outstanding service. We also wish to thank all of our existing SI-TEX customers for their years of support."

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