



*Life Saving Connections*

## **MINNESOTA WIRE HIRES NEW SALES DIRECTOR**

**St. Paul, 11/20/08** – Minnesota Wire is pleased to announce that Mr. Craig Benson has been hired to be the new Director of Corporate Sales. The move is coincident with the company's new emphasis on a more strategic approach to its markets, including: introduction of new products from its R&D division, engineering and test and measurement services for electrical signal integrity compliance; and more focused international sales, particularly in medical and defense markets. Mr. Benson's background complements the new strategic direction for Minnesota Wire.

Craig Benson began his career as a naval officer after graduating from the U.S. Naval Academy. He has an undergraduate degree in physics, and with his active duty background in submarines he has the U.S. Navy equivalent of a masters degree in nuclear engineering. He also received an M.A. from the University of St. Thomas with emphases in product development, risk management, project management, and technology transfer. He has extensive sales and technology management experience in the medical field, most recently at Guidant Corporation. He was the Sales Director for SunGard Availability Services, and most recently worked at N'compass Solutions.

According to Minnesota Wire's President, Eric Wagner, the new sales director will be dedicated, first and foremost, to customer satisfaction: *"Craig brings with him a high technology background, significant sales expertise and a clear passion for customer service. We are excited that he is part of our team as we continue to bring "Life Saving Connections" to the market."*

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**Minnesota Wire** is a vertically integrated, custom manufacturing and development house for wire, cable and interconnect assemblies to the Medical, Defense, Instrumentation and Telecommunications industries. The company is a market and R&D leader in: electrical signal integrity; mitigating triboelectric effects; radio-translucent wire; and innovative connections for wearable electronics, patient monitoring systems and leading-edge medical devices.