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## FOR IMMEDIATE RELEASE

### **Shindaiwa Hires New Director of Marketing**

Tualatin, Oregon (January 2, 2008) – Shindaiwa is pleased to announce the appointment of **Paul Wheatcraft** as the company's new Director of Marketing.

Paul comes to us from Tyco Electronics where he held the positions of Marketing Communications Manager, Product Manager and Product Development Engineer. Prior to working at Tyco, Paul worked for G.E. Medical Systems as both a Field Service Engineer and Representative. Paul has an MBA from Marylhurst University, as well as a Bachelor's degree in Mathematics from Whitworth College in Spokane. He also holds an Associate's degree in Electronics from Portland Community College.

According to Greg Imus, Shindaiwa Vice President of Sales, Marketing, and Technical Services, "Paul's extensive Marketing, Sales and Product Management knowledge will be invaluable to Shindaiwa. He has all the skills and attributes to help push Shindaiwa to the next level of excellence."

A world leader in producing commercial-grade outdoor power equipment and environmentally-friendly small engine technologies, Shindaiwa products are distributed exclusively through clean two-step distribution and independent servicing dealers. For more information, please contact Shindaiwa, Inc. Tualatin, Oregon (800) 521-7733. Or visit [www.shindaiwa.com](http://www.shindaiwa.com).