



For Immediate Release

Contact: Al Cohen, JCF Marketing
440-247-4548
acohen@jcfmarketing.com

Bittel USA Welcomes Dean Compoginis to the Bittel Family

Former Teledex executive hired by Bittel as chief marketing officer

(Roseville, Calif., June 16, 2009) – Bittel USA, a leading provider of guestroom telephones, is pleased to welcome Dean Compoginis to the Bittel family. The former vice president of marketing for Teledex, Compoginis has been hired as chief marketing officer by Shandong Bittel Electronics of China.

Compoginis had been with Teledex since 2000 and oversaw the company's worldwide marketing activities. With Bittel, he will be responsible for new product development, implementing marketing plans and consulting in global markets, and branding.

"Bittel USA is excited to have such a seasoned industry executive involved with the brand," said Lennart Thornros, president of Bittel USA, which is a preferred vendor for several major hotel brands. "Dean's move to Bittel will help reinforce the company's renowned status in international marketing, as well as Bittel USA's growing brand recognition in the United States."

"We are excited to be able to announce Dean's appointment as our chief marketing officer," commented Xiangui Cao, President and CEO of Bittel Electronics. "His energy and passion for delving deeply into the needs of today's hotel companies, and delivering cutting-edge solutions that help to improve guest satisfaction levels and drive higher profits is unmatched in the industry. Bittel has been fortunate to build a strong and nimble organization that is able to quickly respond to the needs of the market, and with Dean's leadership as CMO, I look forward to Bittel entering our next phase of rapid expansion."

Bittel USA's unique, feature-rich telephones are specifically designed to meet the needs of the hospitality market. In business since 1989, Bittel Electronics of China is the largest guestroom telephone manufacturer in the world. By centralizing the design, development and manufacturing of its product line in one location, Bittel is able to provide the highest quality guestroom telephones to the finest hotels worldwide.

Compoginis will join Bittel USA at its HITEC booth (#945) from June 23-25. For more information on Bittel USA telephone solutions, please call 888-4BITTEL or visit www.BittelUSA.com.

###