



Bosch Appoints Leaders for Business Development and Western Region Sales

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Fairport, N.Y. – Bosch Security Systems, Inc., a full-line manufacturer of high-quality security solutions, has appointed Nick Valente as Vice President of Business Development and Kelly Priest as Vice President of Western Region Sales for the United States.

Kelly Priest oversees a team of sales and account managers in Bosch's Western Region, which spans 21 states. He is responsible for developing the strategic direction necessary to achieve annual sales targets for the region.

“Bosch's reputation for quality products makes our offerings attractive to security dealers and end users alike. With the company's brand power, financial stability and strong leadership team, we are well positioned to capture share from competitors and achieve solid sales growth in the West,” said Priest.

Priest's experience includes more than twenty years in sales management with a focus on technology products and manufacturing services. In his previous positions before joining Bosch, Priest was responsible for the management of major accounts with revenue targets exceeding one billion dollars. He earned a bachelor's degree and a Masters of Business Administration from Golden Gate University.

As head of the Business Development Group, Nick Valente leads a team of Business Development Managers in building long-term sustainable growth for Bosch and its channel partners. A Six Sigma Black Belt in capturing the voice of the customer, Valente is responsible for aligning the company more closely with the evolving needs of end users.

“By working closely with end users and understanding their needs, we can better communicate the true value of Bosch products and systems during the

sales cycle,” said Valente. “As we form close relationships with these customers and educate them on the latest technologies available, we’re becoming a better supplier to our dealer base – delivering new opportunities and project leads.”

Valente joins Bosch with more than 20 years of business development experience. In his previous position, he worked closely with sales, marketing, engineering and product management departments to achieve growth, and gained extensive experience in important markets for Bosch – including critical infrastructure facilities. Valente earned a bachelor’s degree and a Masters of Business Administration from Roberts Wesleyan College.

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About Bosch Security Systems, Inc.

Bosch Security Systems, Inc., a division of the Bosch Group, develops and markets a broad range of products and systems for security, video surveillance, life safety, personnel and asset tracking applications, as well as for communication and professional audio installations. Worldwide, Bosch Security Systems employs nearly 10,800 associates and reported sales of \$2 billion in fiscal 2007. For more information, visit www.boschsecurity.us or call (800) 289-0096.

About the Bosch Group

The Bosch Group is a leading global supplier of technology and services. According to preliminary figures, some 282,000 associates generated sales of roughly 45 billion euros in the areas of automotive and industrial technology, consumer goods, and building technology in fiscal 2008. The Bosch Group comprises Robert Bosch GmbH and its more than 300 subsidiaries and regional companies in over 60 countries. If its sales and service partners are included, then Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. Each year, Bosch spends more than three billion euros for research and development, and applies for over 3,000 patents worldwide. With all its products and services, Bosch enhances the quality of life by providing solutions which are both innovative and beneficial.

In North America, the Bosch Group manufactures and markets automotive original equipment and aftermarket products, industrial automation and mobile products, power tools and accessories, security technology, thermo-technology, packaging equipment and household appliances. Bosch employs approximately 25,000 associates in more than 70 locations throughout the U.S., Canada and Mexico, with reported sales of \$9.5 billion in fiscal 2007. For more information on the company, visit www.boschusa.com.