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KODEN SIGNS AGREEMENT FOR SI-TEX TO HANDLE ALL KODEN SALES, SERVICE AND CUSTOMER SUPPORT FOR USA

Agreement Will Maximize Product and Business Synergies Between Two Companies,
Provide Improved Service and Support for Maritime Customers

(May 1, 2011) — Koden Electronics Co., Ltd., headquartered in Tokyo, Japan and SI-TEX Marine Electronics of Long Island, New York today announced an agreement through which SI-TEX will handle all sales, service and customer support functions for Koden products across the USA. This business agreement will go into effect immediately.

Koden is a world-leading provider of heavy-duty commercial electronics for the workboat, high seas, commercial fisheries and river transportation markets. Koden provides these markets with successful products in the marine radar, sonar, echosounder and GPS sensors/navigation system categories, including several IMO-approved systems. In addition to its leadership in professional marine electronics, Koden provides exclusive Ultrasonic Drilling Monitor technology for construction and civil engineering projects around the world.

Koden and SI-TEX have a long-established business relationship, as many of the recreational marine electronics products sold by SI-TEX are manufactured at Koden facilities in Japan. According to SI-TEX Vice President/Sales Allen Schneider, this latest development will raise the existing synergies the two companies share to new levels.

“We’re very excited about this new agreement with Koden, and eager to fulfill these important responsibilities,” said Schneider. “We have a long-standing working relationship with Koden and a strong understanding of each other’s business philosophy. This will help make this a seamless transition for the industry. In addition, this agreement has the added benefit of creating a de-facto commercial products division for SI-TEX, thus expanding our presence across all marine markets,” added Schneider.

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“This is a win-win situation for both companies, as well as for professional mariners across the USA,” said Shuichi (Steve) Sato, Koden Vice President/International Sales and Marketing, Marine Division. “SI-TEX has the capacity, technical expertise and industry knowledge to provide better support and service for these products across the USA,” added Sato.

For more information on this agreement, or the full array of available Koden marine electronics products, contact SI-TEX Marine Electronics or Koden Electronics Co., Ltd. as below.

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