



## NEWS

For Immediate Release

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### **NDSL EXPANDS MARKETING AND ENGINEERING TEAMS**

*Demand for reliable backup power in data centers and mission critical applications accelerates growth.*

**Raleigh, NC (January 14, 2009)** – NDSL has expanded its management team by hiring Stephen Larson as vice president of sales and marketing and Keith Mercer as engineering manager.

“Our Cellwatch line of battery monitoring systems is widely regarded as a leader in preventing UPS battery failures in data centers throughout the world. This has driven strong performance of the company and has placed NDSL in the enviable position of being able to invest for growth during these tough economic times,” said Mr. Larson. “We plan to leverage our core technology to help other mission critical industries like healthcare, utilities, telecommunications, government, and banking.” Added Mr. Mercer, “We are working to aggressively expand the Cellwatch product line and to leverage our engineering capabilities to create solutions for these other industries.”

Larson has 18 years experience in project engineering, manufacturing, global sales and marketing, and business development while working at Allied-Signal (now Honeywell) and Schneider Electric/Square D Company. Larson earned an electrical engineering degree from Virginia Tech and an MBA from the University of Richmond.

An electrical engineering graduate of North Carolina State University, Mercer comes to NDSL with 20 years experience in design process improvement, embedded hardware product design and development, test development and customer solutions.

### **About NDSL**

Incorporated in 1987 and headquartered near Research Triangle Park (RTP) in Raleigh, North Carolina, NDSL is a leading provider of technology and service solutions for mission critical standby power systems. Mission critical industries use NDSL battery monitoring solutions throughout the world to prevent unplanned outages due to battery failure and improve the operating costs of their backup power systems. Please visit us at [www.ndslinc.com](http://www.ndslinc.com).

### **About Cellwatch®**

Cellwatch is a state of the art family of battery monitoring solutions that help prevent unplanned outages on critical power backup systems. Cellwatch was a pioneer in its ability to monitor batteries every day, 24x7x365, now regarded by end users, specifiers, and original equipment manufacturers, as an essential requirement on critical UPS and power protection applications. Cellwatch is used throughout the world wherever backup battery systems are installed, including the utility, telecommunication, healthcare, and financial industries, as well as data center, government and military installations. Please visit [www.cellwatch.com](http://www.cellwatch.com).



**Photo:** Stephen Larson

**Photo caption:** *Stephen Larson*

**Alternate caption:** *Stephen Larson has joined NDSL as vice president of sales and marketing and will focus his initial attention on Cellwatch battery monitoring systems. He previously served as director of business development, global marketing manager and global sales manager with Schneider Electric/Square D Company.*



**Photo:** Keith Mercer

**Photo caption:** *Keith Mercer*

**Alternate caption:** *Keith Mercer has been hired by NDSL as engineering manager. An electrical engineer, Mercer has 20 years experience in design process improvement, product design and customer solutions.*