



## Press Release

### **CDI Electronics Adds Eddie Michaels to Sales & Marketing Staff**

**December 15, 2009**

**CDI Electronics**, the premier supplier of replacement outboard ignition components welcomes Eddie Michaels to its Sales and Marketing Staff. Mr. Michaels brings many years of marine industry experience to the CDI design and manufacturing operation in Madison, Alabama. Mr. Michaels previously operated a marine service facility in Tennessee and also spent many years in marine distribution sales.

"We are excited to welcome Eddie to our support team" remarked Thomas James, CDI Electronics Sales and Marketing Manager. "His experience and enthusiasm will help CDI assist its expanding set of distribution partners."

Mr. Michaels will be dedicated to supporting the CDI distribution network by conducting sales training workshops and networking sessions with marine dealers at tradeshow and their facilities. Eddie will also support CDI new product launches.

Eddie's mechanical and electrical background in marine engine performance will provide valuable technical support to marine technicians in need of troubleshooting information and training. Mr. Michaels will also be actively involved with the **CDI Electronics Ignition Specialist School** conducted annually at the Madison, Alabama facility.

Eddie can be reached from 8:00AM to 5:00PM Central Time at 1-800-467-3371 ext. 216. For more information about CDI Electronics ignition products and services, visit our web site at [www.cdielectronics.com](http://www.cdielectronics.com).

