



Press Release

CDI Electronics Uncovers Illegal Counterfeiting of Ignition Parts

November 16, 2010

CDI Electronics Inc. (www.cdielelectronics.com) of Madison, Alabama announced today that it has uncovered distributors in the marine industry who are illegally counterfeiting CDI ignition parts. The parts were sold under the CDI Electronics name and part number. The parts were shipped to customers as genuine CDI part numbers but customers received lower quality assemblies that were produced outside of the United States. CDI is taking measures to ensure that dealers and consumers are not adversely impacted in the future.

Barry Neal, CDI President and CEO stated: "We vigorously protect our intellectual property rights and company reputation. The potential consequences of counterfeiting and selling counterfeit products can include fines, product confiscation as well as possible imprisonment. Please be assured that we will investigate all leads associated with this type of illegal activity and will take appropriate action against the violators."

Thomas James, CDI Sales Manager, explained: "CDI provides top quality ignition components that are built and tested to the highest design and quality standards. CDI parts are backed with a 2-year warranty and professional technical service. It is unacceptable for the distributors involved in this fraudulent activity to provide customers with lower quality ignition components in replacement of genuine CDI ignition parts without full disclosure and customer approval in advance of shipment. Dealers and boat owners should demand only genuine CDI Electronics parts from their local suppliers."

ACCEPT NO SUBSTITUTIONS

If you believe you have received counterfeit, low quality substitute parts, please contact CDI at www.cdielelectronics.com/Sales.aspx#SalesRequest or call the CDI factory at 1-800-467-3371.

CDI Electronics is located in Madison, Alabama and has been serving the marine industry for more than 28 years. To learn more about CDI products or to diagnose an ignition problem, contact the CDI technical Support line at 1-866-423-4832.

Learn more about counterfeiting and potential risks at the link below:

www.search-autoparts.com/searchautoparts/article/articleDetail.jsp?id=125346

