



Press Release

CDI Electronics Welcomes Ali Rauch to the Sales & Marketing Team

July 14, 2011

CDI Electronics, the premier manufacturer of quality marine ignition components, welcomes **Ali Rauch** to its Marketing and Sales Team. Ms. Rauch brings a vast knowledge of marketing and public relations practices to the CDI design and manufacturing operation in Madison, Alabama.

"We are very excited to welcome Ali to our CDI team," explained Thomas James, Sales and Marketing Manager for CDI Electronics. "Ali's marketing and design skill set will assist CDI in developing new and improved materials that convey the products and services CDI provides for the marine industry."

Ms. Rauch will bring graphic design and writing skills to assist in new product development, technical writing, and design of marketing materials such as the annual catalog, trade show materials and technical support aids.

Ms. Rauch will also be supporting the CDI distribution network by conducting sales training workshops and networking sessions with marine partners via webinars, dealer events, and tradeshows. She will also be heavily involved in preparation of materials for the CDI Electronics Ignition Specialist School conducted annually at the Madison, Alabama facility.

Ali can be reached 7:00 am to 5:00 pm Central Time at 1-800-467-3371 or at arauch@cdielectronics.com. For more information about CDI Electronics' ignition products and services, please visit our website at www.cdielectronics.com.

