



**NEW DISTRIBUTION ANNOUNCEMENT
FOR IMMEDIATE RELEASE: July 28, 2014**

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Saelig and Amfeltec Jointly Announce USA Distribution Agreement for Amfeltec's Electronic Design and Support Products

Fairport, NY, USA: Saelig Company, Inc. (www.saelig.com) and Amfeltec Corp. (Canada) (www.amfeltec.com) jointly announce that Saelig Company, Inc. (Fairport, NY) has been appointed USA distributor for their innovative portfolio of electronics products.

Incorporated in 2005, Amfeltec Corporation is a privately held company dedicated to electronic design and engineering support of electronic manufacturing. Based near Toronto, Canada, award-winning Amfeltec produces a wide range of unique products in its main area of specialization – electronics engineering design. Most of Amfeltec's products hold one or more US patents and their team of dedicated experts have a passion for electronics and a long and distinguished history of innovative design.

Amfeltec's VP of Sales, Victor Diev, commented: "We're pleased with our newly found partnership with Saelig, so that we can service the USA market more efficiently and make our unique products more widely known." In reply, Alan Lowne, Saelig's CEO stated: "Amfeltec has a unique range that fits well in our portfolio of products that make an electronics design engineer's life easier. They match our company by-line of 'unique electronics' well."

Amfeltec utilizes the decades of expertise of highly qualified hardware and software engineers in fully-equipped design and test facilities. Amfeltec continues to develop new products designed to enable engineers and manufacturers quick access to their projects, as well as offering items to enable more efficient programming and engineering support for manufactured products. Amfeltec's product range includes PCIe expansion backplanes and splitters; the world's only PCIe extender in a cable format; and in-circuit programmers that save tens of thousands of dollars for small to medium size companies that handle pre-programming.

Founded in 1988 in Rochester, NY, Saelig is a global distributor with a growing reputation for finding and sourcing remarkable, unique, control and instrumentation products and components for use in a wide variety of industries. Product lines are continuously added from sources around the globe, and are offered at competitive prices, accompanied by full in-house technical support, exceptional customer service, and fast delivery.

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