

SEPTEMBER 25th 2009

SMART RETURN AS INTERNATIONAL ACCOUNT MANAGER REJOINS MOBILE EXPERTISE

DATA radio specialists Mobile Expertise are delighted to announce the return of one of the founding members of the company Andrew Smart.

Andrew, who will be covering all global markets with a particular emphasis on France, Germany, Spain and the UK has been working for Maxell Europe Ltd as European Sales and Marketing Executive since 2007.

It marks a return to Mobile Expertise for Andrew who was with the company for 2 years from 2005 as International Account Manager. He will be driving sales and raising awareness of the Mobile Expertise brand of RF Data Modems across all markets. Speaking fluent German & Russian and in addition being able to speak conversational French and Spanish, Andrew is perfectly placed to help expand Mobile Expertise into Europe.

Robert Johnson, Director of Mobile Expertise said: "Andrew has been working across Europe and in Russia for 12 years now, so we know he is the right person to move us forward across the globe."

Andrew said: "Having helped set up Mobile Expertise in 2005 I was delighted when the opportunity arose to return and help drive sales into Europe"

Andrew Smart has been working across Europe since 1997 trading soft commodities, he moved into Data Radio in 2003 working in sales across Central & Eastern Europe. Since 2005 he has been covering all European markets for Mobile Expertise and Maxell.

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About Mobile Expertise:

Specialising in the design and manufacture of high performance wireless RF data products, Mobile Expertise ensures its products meet the highest standards of performance and regulatory compliance in accordance with its ISO9001 registration. All products meet FCC & CE requirements. For more information about Mobile Expertise, please visit:

www.mobile-expertise.co.uk or call +44 (0) 1442 874604

NOTES TO EDITORS:

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