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## **TECHWORKS ANNOUNCES MGR OF NEW IRELAND FACILITY AND APPOINTS DIRECT SALES MGR IN AUSTIN**

AUSTIN, Texas—February 10, 1997—TechWorks, Inc., a leading developer and manufacturer of high performance computer memory upgrade products, today announced the addition of two senior managers—Richard Whelan, Production Manager of the newly purchased Ireland manufacturing facility in Shannon, Ireland, and Kate Aranda, Sales Manager of TechWorks' Direct Sales unit. The announcement was made by Mike Frost, TechWorks president.

Whelan joins TechWorks after working over 13 years with Tulla Electronics, an affiliate of Schlumberger Technologies, where he served in a variety of challenging technical positions before his assignment as Production Manager in 1991. While at Tulla, Whelan ensured the execution of all assembly and test activities for over 300 products, delivering dispensers and system components to meet customer demands. Prior to his managerial appointment, Whelan served as Test Supervisor and Quality Control Technician, where he supervised and upgraded the test department, and inspected products to maintain and improve quality standards.

TechWorks' 5,000 square-foot production site was purchased in December for an undisclosed amount. "A new facility in Ireland will allow TechWorks to extend its manufacturing capabilities in Europe and thereby provide virtually next-day shipments to its European customers," said Christophe DeBuchet, TechWorks VP of European Operations. "The addition of Richard Whelan to our new plant ensures the production success and product quality our customers demand from TechWorks."

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Kate Aranda brings over two years experience to her new appointment, in the Austin headquarters, as Direct Sales Manager. Previously with TechWorks, she managed the North American educational, government, and hospital sales teams. Her success at TechWorks includes consistently exceeding personal quotas, increasing monthly revenues, and implementing sales programs which resulted in team growth of 40% over the last year. In addition to her strong sales background, Aranda has conducted product presentations and has coordinated educational programs for computer technicians, MIS directors, and other computer related specialists. In her new position she will be responsible for all direct sales in North America, where she will combine her sales team strength with demonstrated product knowledge to develop ties in the direct market.

TechWorks' mission is to be the leading supplier of computer enhancement products, and to maintain a 100% commitment to customer satisfaction. TechWorks produces more than 200 different enhancement products for more than 2500 different systems supporting numerous computers from many manufacturers, including, Acer, ALR, Apple, AST, AT&T, Compaq, Dell, Digital, Epson, Gateway, Hewlett Packard, IBM, NEC, Packard Bell, Silicon Graphics, Sun, Texas Instruments, Toshiba, and Zenith. TechWorks, Inc., founded in October of 1986, has more than 140 employees worldwide and distributes its products in more than 15 countries. The company's worldwide headquarters are in Austin, Tex., with European sales and service headquarters located in the United Kingdom. In 1995, TechWorks grossed \$ 130 million, making it one of the nation's 35 most successful privately-held companies. TechWorks can be found on the Internet at <http://www.techworks.com>.

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