

FOR IMMEDIATE RELEASE

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## **TECHWORKS REORGANIZES SALES/ MARKETING STAFF: TWO NEW SENIOR EXECS APPOINTED**

AUSTIN, Texas -- Sept. 9, 1996 -- In a move to further enhance its aggressive sales and marketing plans, TechWorks, Inc., a leading developer and manufacturer of high performance computer upgrade products, today announced the addition of two senior executives - Kenneth L. Wyrick, VP of Sales, and Laura R.T. Patterson, Director of Marketing. The announcement was made by Mike Frost, TechWorks president.

Wyrick comes to TechWorks from the Corporate Personal Computer Business Unit of Digital Equipment Corporation, where he served as Vice President. While at Digital Equipment Corporation, Wyrick managed all channel marketing, sales and operations functions and helped grow the business unit from \$200 million to \$750 million in sales. Prior to that assignment, Wyrick was Vice President of Boca Research, JWP Information Services, and Regional Manager of Apple Computer.

Laura Patterson joined TechWorks after a 13-year career at Motorola Semiconductor Products Sector. While at Motorola, she served in a variety of marketing roles. From 1991 until her TechWorks appointment, Patterson directed the industry-acclaimed Powered by Motorola customer retention and branding initiative as the Marketing and Brand Strategy Director. Well-recognized in the field of branding and marketing communications, Patterson chaired the association of National Advertisers 1996 Business-to-Business annual conference.

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**TechWorks Reorganization**  
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TechWorks' mission is to be the leading supplier of computer memory upgrade products, and maintain a 100% commitment to customer satisfaction. TechWorks produces more than 200 different memory products for more than 2500 different systems, supporting numerous computer 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 130 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 gross sales exceeded \$150 million, making it one of the nation's 35 most successful privately-held companies. TechWorks can be found on the Internet at <http://www.techwrks.com>. Or, for more information call 1-800-688-7466.

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