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## NEWS RELEASE

# CPU Tech Establishes Sales Partnership with SouthBridge and Genesis

## Gains Major East Coast Sales Presence with Established OEM Sales Force

**PLEASANTON, Calif. – March 23, 2009** – CPU Technology, Inc. (CPU Tech), a leader in secure processing solutions and compatible modernization, announces today the signing of relationships with SouthBridge and Genesis Associates Manufacturers Representative to sell the Acalis Secure Processor and electronic modernization solutions. SouthBridge is the largest electronics rep firm managing the southeastern U.S. with 27 business representatives averaging over 16 years of experience. Genesis covers the northeastern U.S. with 30 people and has been in business over 20 marketing high technology products in the New England and Mid Atlantic marketplace.

“With six offices across the southeast, SouthBridge brings a premier outsourced technical OEM sales force to help CPU Tech grow its secure processor and compatible modernization business,” said Tony Gann, president of SouthBridge. “We are delighted to bring CPU Tech’s products and services into our portfolio of premier solutions and offer it to our broad range of clients and prospects.”

“With over 1,200 current customer relationships, Genesis will help find opportunities for the Acalis chipsets and other CPU Tech offerings such as modernization,” said Dan Fradkin, President of Genesis. “We are excited about the opportunity to bring this strong technology to our customers who need secure processing and compatible modernization.”

“As a leader in secure processing for the commercial and defense industries, it is essential that we have highly technical and established representation by our sales partners,” said Jim Ball, senior vice president of Sales at CPU Tech. “We are pleased to have Genesis and SouthBridge bring their experience, relationships and drive to help CPU Tech establish a strong presence in the eastern U.S. marketplace.”

### **About SouthBridge**

Established in 1994, SouthBridge quickly became the largest Electronics Manufactures Representative Firm managing the southeastern U.S. SouthBridge covers the territory of Alabama, Georgia, Florida, North Carolina, South Carolina, Mississippi, Tennessee, and Puerto Rico, with 27 highly technical sales professionals. Visit [www.southbridge.net](http://www.southbridge.net) for additional information.

### **About Genesis**

Genesis supports customers in the six New England states, plus mid-Atlantic coverage of Maryland, Virginia and the District of Columbia. Genesis salespeople combine their strong technical capabilities with excellent working knowledge of customer programs, issues and priorities with a goal of helping both parties to become more successful. Visit [www.genesisisa.com](http://www.genesisisa.com) for more information.

### **About CPU Technology, Inc.**

CPU Tech produces the Acalis® family of secure processors that provide the strongest protection for software and systems against the threat of reverse engineering. This advanced system-on-chip technology enables the development of secure and 100% software compatible electronics modernization technology solving obsolescence problems while reducing size, weight and power (SWAP) for commercial and defense systems. CPU Tech is a privately held company founded in 1989 with headquarters in Pleasanton, CA, and a regional office in Reston, VA. For more information, please visit [www.cputech.com/acalis](http://www.cputech.com/acalis).

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