



Advancing Battery Management

FOR IMMEDIATE RELEASE

Midtronics, Inc. Promotes Will Sampson to President

Willowbrook, IL, January 17, 2019 -- Midtronics, Inc. CEO Steve McShane today announced the promotion of Will Sampson to President, effective immediately. The new role gives Sampson full responsibility for the company's strategic direction, global growth and profitability going forward. McShane will continue in his role as CEO of the company, which he founded in 1984.

Sampson most recently served as Executive Vice President and General Manager with overall responsibility for the company's Transportation division. He joined the company in 1994 and has served in several management roles in sales, product management and marketing, exhibiting a talent for developing, communicating and executing strategies to drive significant profitable growth.

"Will's leadership and commitment to strategic growth has led to the development of great product platforms over the years," said McShane. "Innovation from his teams has positioned us to meet future technology requirements in the rapidly evolving transportation market. Will's leadership and alignment with our organization's values have inspired my trust and the trust of the entire Midtronics team."

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About Midtronics

Midtronics is a worldwide leader and provider of battery testing and management products for transportation battery applications. Founded in 1984, Midtronics remains singularly focused on advancing battery management, supplying customers with innovative battery diagnostic equipment and management solutions. Beyond current technologies, Midtronics continues to develop new technologies and battery management solutions for new battery chemistries and vehicle systems. Visit www.midtronics.com for more information.