



A New Look for TDI Power (formerly Transistor Devices, Inc)

International developer of state-of-the-art power systems unveils new corporate look to go with new structure.

Hackettstown, NJ, March 19, 2008

Transistor Devices, Inc. has updated its corporate identity with a new name and logo that is designed to better reflect the company's industry-leading capabilities and mission. The new management has consolidated facilities, enabling greater efficiency and expanding the company's global reach.

We have been known as "TDI", now our brand is "TDI Power."

"Our engineering and manufacturing capabilities have always been second-to-none, however we started as a military company and have been able to leverage our expertise to make COTS more readily available" explains TDI Power Co-CEO and CTO Gary Mulcahy. Since we have evolved the company we in turn evolved the logo.

"Our previous logo just wasn't helping to deliver that message", states Lou DeBartelo, VP of Global Marketing and Sales. Crafted in a contemporary combination of green and purple, the new logo consists of three dynamic arches circling the TDI initials. Symbolically, the three main arch shapes stand for the planning, engineering and manufacturing stages of product creation – interconnected and always in motion. Each arch consists of two colors, indicating the vital teamwork between TDI Power and its customers during every step of the process.

The new logo is part of a larger re-branding effort that will touch all TDI Power materials, including advertising and the company's web site. "The new TDI Power is more responsive and multi-faceted than ever," explains DeBartelo. "As our capabilities and product offerings continue to grow, we'll have a consistent look to help deliver the message."

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TDI Power is headquartered in Hackettstown, New Jersey and has over 1000 employees and four facilities throughout the world. They offer the broadest range of high-technology power conversion products available on the market today. TDI Power manufactures highly reliable OEM supplies and OEM Integrated Power system solutions that typically include converters (AC/DC, DC/DC or multi-output) combined with batteries and controllers. Their products solve customer power issues by delivering engineering solutions incorporating high level electromechanical and thermal management. TDI Power's customers include businesses in the Computer/Networking, Telecommunications, Military, In-Flight Entertainment, Medical and Industrial markets. For more information about TDI Power, go to www.tdipower.com. Media contact heather.maguire@tdipower.com

