



RIEtech Global Announces Acquisition of Slide12 Consulting

slide12 know-how expands RIEtech Global offerings to consulting services

Albuquerque, NM – May 10, 2010 RIEtech Global today announced the acquisition of slide12, a consultancy focused on marketing success for emerging hi-tech companies.

The acquisition will accelerate RIEtech’s ability to bring new companies up-to-revenue practically and economically.

“One of our company missions is to acquire and launch hi-tech products into segments where customer needs are not being met. For us it’s not about the product, it’s about the process: processes that deliver positive results.” said Rich Engstrom, RIEtech CEO. “Great results come with the right blend of management, processes, marketing and resources. For example, we saw such an opportunity in the “precision motion control” market and acquired Sagebrush Technologies, a leading company in delivering custom devices for advanced technical applications. For Sagebrush we re-vamped the organization’s basic strategies in customer communication, engineering process and quality control. Sales doubled in the last quarter and the trajectory for 2011 is 200% over our current run rate. That’s results” he continued. .

The acquisition of slide12 will add strength to the RIEtech Global ability to take new and existing products to market quickly and effectively. slide12 focuses on winning presentations, strategic planning, product launches, integrated marketing and winning long sales-cycle complex sales.

“The traditional model of angel and venture capital funding is changing dramatically. The amount of time and effort in fund-raising often leads a young company to overlook one of its most important jobs – winning customers. Product oriented startups put their emphasis on what they know – the technology. Market positioning, winning presentations and customer relationship are left to chance. I’m convinced that a top 3 reason startups fail is poor marketing, not product execution. The addition of slide12 and our marketing know-how to RIEtech’ current capabilities means we’ll be able to evaluate, mature and launch companies with a much greater level of success”, said slide12 principal Pat McNamara.

The first technology launched under the backing of the combined companies will be IPSN – InterPlay Seat Network. IPSN is a distribution partnership with Radio Marconi, headquartered in Milan, Italy. The IPSN project is focused on bringing e-commerce enabled multi-media to the backs of seats in stadia and theaters. www.interplayseat.com

McNamara will be Director - Marketing of IPSN. He said, “IPSN is the perfect model for our new approach. We’ve taken technology that’s been proven for 10 years in Europe; at places like the la Scala opera and the Olympic Stadium in Rome. Then we add a touch screen, credit card reader and a software platform. Put them all together and launch them into a traditional segment that measures success based on “per-seat-revenue” – stadiums and theaters. IPSN can improve per-seat revenue 10-15% and we are going to be able to prove it. IPSN is the only digital place-based media that combines close proximity, long dwell times and emotional engagement to drive purchase. Smart advertisers and Brand managers are no longer willing to pay for “impressions”. They want performance results. IPSN delivers sales results. That’s the best kind.”

As part of the slide12 acquisition McNamara will immediately assume the role of Chief Marketing Officer of RIEtech Global. In this role he will have all responsibility for company branding, communications and lead development.

About slide12.

slide12 is a 4 year old marketing consultancy focused on helping emerging companies raise capital and grow sales by positioning themselves correctly with investors, partners and customers. The company has clients in diverse segments including: biofuels, education, semi-conductors, software, water purification, sustainable building materials, crowdsourcing, on-line travel and pharmaceuticals. www.slide12.com

About RIEtech Global

Headquartered in Albuquerque NM, RIEtech Global, LLC, is a diversified engineering, manufacturing and distribution company. RIEtech Global is focused on bringing hi-technology to existing markets where current solutions don't match rapidly changing customer requirements. RIEtech Global's Motion Control division brings new levels of precision to advanced defense, aeronautical and security applications. The company is a US military veteran-owned business.

www.rietechglobal.com