

# LEIGHTRONIX, INC.

## CONTROL PRODUCTS

FOR IMMEDIATE RELEASE

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### **LEIGHTRONIX Promotes Possanza to Marketing Director**

Holt, MI. — April 12, 2005 — LEIGHTRONIX recently announced the promotion of Jeff Possanza to director of Marketing.

Possanza will direct strategic marketing, advertising, public relations and promotional efforts for the entire line of automation control products manufactured by LEIGHTRONIX. He also will research and identify potential markets for the company. The promotion is part of an ongoing expansion and diversification of the LEIGHTRONIX sales and marketing team.

LEIGHTRONIX President David Leighton commented, "Jeff's understanding of our market is unsurpassed. He has demonstrated superior ingenuity in marketing our products as sales manager. Allowing him to lead all of the company's marketing strategies represents a match of his talents with the company's expanding needs for innovative marketing solutions."

Possanza has been with LEIGHTRONIX since 1988 and has lead the sales and marketing departments since 1991.

#### *About LEIGHTRONIX*

The LEIGHTRONIX line of control products has been widely used in commercial video applications for more than 20 years, providing playback automation and remote equipment control. Clients include a wide range of corporate/industry, medical, educational, and government/military installations as well as local cable and broadcast television operations. In addition to the standard product line, LEIGHTRONIX also develops custom system control solutions. For more information, please visit [www.leightronix.com](http://www.leightronix.com).

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