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Menlo Micro Announces Sales Agreement with Electra Sales

IRVINE, Calif. – August 28, 2017 – Menlo Micro, the company responsible for re-inventing one of the most fundamental building blocks of electronic systems – *the electronic switch* – today announced that Electra Sales is now representing Menlo Micro’s product line in the Eastern United States. Electra Sales will help drive sales for targeted customers in the Mobile Networking, Aerospace/Defense and Industrial IoT Sectors.

“Electra Sales has a legacy reputation of representing the finest manufacturers in the electronics industry for more than 35 years,” said Lew Boore, Senior Vice President, Worldwide Sales and Business Development of Menlo Micro. “Electra Sales’ team has extensive reach into key customers in semiconductor and power sectors, and will only help continue getting Menlo Micro’s Digital-Micro-Switch (DMS) technology and truly scalable platform into the hands of these target customers to see even more disruption across multiple industry sectors.”

“Electra Sales is proud to represent Menlo Micro and the world’s, smallest, fastest, most reliable mechanical switch,” said Mark Rogers, President of Electra Sales. “Menlo Micro’s DMS platform is a game changer for our customers that design electronic systems. Menlo Micro’s disruptive technology is truly enabling next generation electronics through advanced material science.”

About Menlo Micro

Headquartered in Irvine, California, Menlo Micro is reimagining one of the most fundamental building blocks of electronic systems – the electronic switch. The company's Digital-Micro-Switch platform is a game changer for those who design electronic systems, serving multiple industries including next generation 5G mobile networks, industrial IoT markets, battery management, home-automation, electronic vehicles and medical instrumentation. Menlo Micro is backed by GE Ventures, with investments from Corning, Microsemi Corporation, and Paladin Capital Group.

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