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Precision Wire Components Names Geoff Hall CEO

Tualatin, Oregon - Precision Wire Components (PWC), a manufacturer and assembler of medical components, finished guidewires, and other wire-based devices, has promoted Geoff Hall to CEO. Hall previously served as VP of Sales & Marketing at PWC, and will replace retiring CEO Todd Hill.

Hall joined PWC in October of 2010 after 15 years in a variety of leadership positions in the medical device industry, including more than 10 years at Medtronic, where he most recently served as VP of Corporate Sales and Strategic Pricing in the Spinal and Biologics business.

PWC has experienced significant growth in recent years. In a rapidly changing healthcare environment, the company has established itself as a major player in the global medical device industry. Hall believes the company's focus on service and innovation has played a large role in their success and sees this as an important part the organizational strategy for the future.

"We are very excited about the opportunities in the healthcare market to provide high quality components, guidewires, assemblies, and related engineering expertise. We have a very deliberate focus on service and quality that is designed to facilitate our customers' efforts to manage costs and improve patient care."

When asked about managing PWC's growth and positioning for the long term, Hall says there are several key areas that he and his leadership team are prioritizing.

"Based on the increasing demand from our customers, we are targeting some of our investment strategies in areas that will advance our current capabilities and build on the strong foundation we've established for the business. Investing in additional customer service resources, process innovation, and engineering talent will positively impact quality, shorten lead times, and reduce costs. All of these improvements deliver value to our customers and create the opportunity for better patient outcomes."

Hill joined PWC as President in 2003 and became CEO in 2009. Hill is confident that Hall will be an effective CEO.

"Geoff is a very skilled communicator and leader" said Hill. "Since joining PWC, he has quickly gained the confidence of customers and employees. He thinks strategically and fits our customer-centered culture very well. He possesses all the traits necessary to lead PWC's continued development as a valued partner to leading medical device companies around the globe."

Precision Wire Components LLC (www.pwcwire.com)

Founded in 1996, Precision Wire Components (PWC) manufactures and assembles high precision medical guidewires and related components that are used in a wide variety of minimally invasive cardiovascular, neurovascular, and peripheral procedures in addition to other procedural types within the medical market. PWC produces to the demanding specifications of its customers, whose devices require medical wires that are very small (0.002 to 0.015 inch in diameter), strong,

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and flexible in order to be extremely responsive to a physician's manipulation and control. PWC meets these demands through its engineering, metallurgical, and manufacturing expertise. PWC produces thousands of SKUs for hundreds of global device customers, and it is recognized for its ability to quote, prototype, produce, and assemble new products with extreme speed and skill. PWC differentiates itself through industry-leading customer service, responsiveness, and custom manufacturing capabilities using proprietary equipment and production techniques to meet the exacting and demanding needs of its diversified customer base.

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