



LE Appoints Two New Members to Their Sales and Marketing Team

July 22nd 2005, Indianapolis, IN – A leading provider of high power density, high efficiency permanent magnet generators and motors, Light Engineering (LE), announced today the appointment of two new members to their Sales and Marketing Team. Appointed to the position of Director of Business Development is Steve Stover. Steve brings to LE an extensive background in the areas of sales, marketing and financial management. Steve served as Operations Manager for Pi Research Inc., a performance electronics and software products manufacturer for the motor sport industry. In the position of Director of Business Development, Steve is responsible for all the commercial activities of LE including sales, marketing, operations and production.

LE also appointed Lars Anderson to their Sales and Marketing Team in the position of Program Manager for Asia/Japan. Lars is responsible for both business and supplier development throughout Japan and other Asian markets. Lars gained extensive knowledge and experience in numerous areas of Japanese business practices and production engineering, including being fluent in the Japanese language, while serving as a sales engineer for a supplier to Harley-Davidson and Honda.

LE has developed and markets the industry's leading rotating machine technology for permanent magnet motors and generators. Our technology enables the LE GenSmart™ generators and SmartTorq™ motors that LE commercially sells today, and also is the building block for various new applications to come. The application of LE technology allows for greatly reduced machine sizes and active material contents, and thus has proven to be the cost leader in permanent magnet applications of 2 – 200 kW. LE is headquartered in Indianapolis, Indiana, USA, and has manufacturing operations in the Guangdong Province of China.

Please visit www.lt-eng.com for more information, or contact:

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