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## **VCC APPOINTS FORMER ZILOG EXECUTIVE AS VICE PRESIDENT OF SALES & MARKETING**

*Renowned Semiconductor Sales Executive, Mike Speckman, Brings 30+ Years of Global Industry Experience to VCC*

**POWAY, CA (March 6, 2013)** — VCC, the largest manufacturer of indication solutions for OEM and retrofit applications, including LED, neon, and incandescent indicators, and LED light pipes, has announced the hiring of Mike Speckman as Vice President of Sales and Marketing. Highly respected throughout the semiconductor industry as a talented and effective sales executive with more than 30 years of worldwide experience and a vast knowledge of Asian markets, Mike Speckman comes to VCC from the Zilog Division of IXYS, where he served as President and General Manager.

“Mike has held leadership positions at several semiconductor companies where he developed widespread customer visibility, built extensive sales channel relationships, and established a proven track record for increased account activity, market share, and revenue growth,” said Andy Zanelli, CEO of VCC. “Respected throughout the industry as an enthusiastic, driven, and highly successful executive, Mike’s hire is the latest validation of VCC’s technology and value proposition, and we are very happy to have him on our team.”

“VCC’s rapid organic and acquisitive growth, continually expanding market share, and notable financial successes make it an attractive and exciting company to be involved with,” said Mike Speckman, Vice President of Sales and Marketing at VCC. “I am certain that, together, we can engage all available resources to continue VCC’s corporate direction and exceed objectives with respect to all sales and marketing initiatives.”

For information about VCC's expansive and diverse portfolio of indicator light solutions, including the Chicago Miniature Lamp, Leecraft, Littelites, and VCC product families, please visit [www.vcclite.com/products](http://www.vcclite.com/products). Recently revamped, the VCC website is readily searchable by indicator type, brand, and series number, enabling engineers to efficiently locate their ideal indicator solution. Additionally, the "Information Resources" page provides users with quick access to articles, technical documents, and design wins.

### **About VCC**

Visual Communications Company, LLC, based in Poway, California, is the largest manufacturer of innovative LED light pipe, LED, incandescent, neon, and specialty indicator light solutions for global markets including aerospace, medical, automotive, transportation, safety, and industrial. VCC combines 40+ years of experience in LED indication design, engineering, manufacturing, and light modeling design services to change the way human machine interface systems use indication to communicate better with light. Learn more at [www.vcclite.com](http://www.vcclite.com).