



NEWS RELEASE

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Hirsch Expands Sales Organization

Security Industry Veteran Appointed Director North American Sales

SANTA ANA, CA, November 1, 2003--Hirsch Electronics, a leading supplier of high security access control and security management systems, has appointed John Coker to the newly created position of Director of North American Sales. Mr. Coker will be responsible for directing the team of Hirsch Regional Managers, as well as assisting with the management and development of strategic end users, dealers and systems integrators. The position reports to Vice President of Sales John Piccininni.

Mr. Coker's career in the security industry spans more than twenty-five years. In the 1980's he worked for a security products manufacturer's representative firm and then a security systems integrator specializing in access control and CCTV. Joining Hirsch Electronics in 1989, he delivered outstanding results in several positions including sales, technical support and training. He most recently held the position of Strategic Account Manager.



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“John’s breadth and depth of experience with both our channel partner network and the end-user community will greatly benefit the company and our partners,” commented John Piccininni, Hirsch VP Sales. “His skill set is ideal to enable Hirsch to build upon the phenomenal success of our Velocity Security Management System and to further promote and sell our award-winning product line.”

Mr. Coker is a sought-after industry speaker and has authored numerous security trade articles. He graduated cum laude with a Bachelor of Science in Management from Pepperdine University.

About Hirsch Electronics

Hirsch Electronics Corporation manufactures high security access control and security management systems for worldwide markets. Hirsch products include Velocity™ Security Management System, DIGI*TRAC™ controllers, and a line of intelligent keypads and readers--ScramblePad®, ScrambleProx®, ScrambleSmart™ and BioSmart™. Hirsch has earned numerous industry awards for their integration of door control, alarm monitoring, video, enrollment, badging, graphics and database management. Hirsch Electronics is located at 1900-B Carnegie Avenue, Santa Ana, California, U.S.A., Phone: 949-250-8888, Website: www.HirschElectronics.com .

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