

FOR IMMEDIATE RELEASE

Website and Centralized Product Database Launch

January 12, 2016 – Carrollton, TX - Dean Technology, Inc. today announced the launch of its new website at www.deantechnology.com. This release marks the first step in a multi phased effort that the company is taking to streamline customer communications and the management of product data.

At the heart of the new site is a custom built product database that is integrated with other IT systems as well as internal workflows and processes. This ensures the consistency and accuracy of all product and technical information provided, and helps to keep staff focused primarily on customers' needs. The website aims to keep all navigation and display as simple as possible, while allowing for maximum expansion and growth.

"Our new website is really just the first step in efforts we are taking to transform how we interact with our customers and market," said Griffin Caruolo Director of Marketing and Business Development for Dean Technology. "In order to keep up with a world that demands more information, faster, and to ensure the accuracy and consistency of the information we give out required us to take a holistic look at how we run our business. The results of that review, and a multiple year development process, are exceptionally exciting, and this new site is just the beginning of what we intend to offer. Look for even more great things from us in the coming months!"

The site is built using the most contemporary technology and includes all relevant data on the company's some 3,000 plus standard products. Dean Technology will continue development on this site into the future, and expects to regularly add new features, capabilities, and product information.

About Dean Technology, Inc.

Dean Technology, Inc. (www.deantechnology.com) specializes in the manufacture, distribution and support of high voltage components, assemblies and power supplies. Its three main product lines include HV Component Associates (HVCA), CKE, and High Voltage Power Solutions (HVPSI). The HVCA line of products centers on high voltage diodes, rectifiers, bridge rectifiers, ceramic disk capacitors, and custom assemblies for specific applications. CKE products are a leading line of high voltage and high power silicon rectifiers, MOVs, selenium suppressors, silicon carbide varistors, as well as custom assemblies. The HVPSI product line includes high voltage power supplies, multipliers and test equipment. Dean Technology's full family of products provides complete coverage of high voltage and high current solutions for any application. For sales and technical information Dean Technology can be reached at +1.972.248.7691.

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