



**FOR IMMEDIATE RELEASE**

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**Paul Cowx Joins TMEIC Corporation as Technical Sales Manager**

**Roanoke, Va. (March 14, 2012)** – Paul Cowx, P. Eng., has joined TMEIC Corporation as a Technical Sales Manager. Paul is based in the Toronto area and is responsible for development and implementation of account plans and strategies for TMEIC’s Drives and Motors in Eastern Canada, focusing on Mining customers and applications. TMEIC Corporation is an internationally based integrator of drives and automation systems, headquartered in Roanoke, Va.

“We’re pleased that Paul will bring experienced sales leadership in the General Industries division,” says Darren Honaker, Mining Industry Leader for TMEIC. “His knowledge for a wide variant of industrial drive and motor applications, including those associated with Mining will be a valuable resource for our clients in this marketplace.”

Paul brings 25 years of experience in heavy industry drives and automation to his new position. Most recently he served as area sales manager for Emerson Industrial Automation in Markham, Ontario, where he specialized in the automotive and general manufacturing sectors. He received his Bachelor of Engineering degree from Memorial University of Newfoundland and has been a registered professional engineer since 1987.

With offices on five continents, TMEIC designs and develops advanced automation and drive systems. TMEIC and its subsidiaries have major operations in Japan, China, Singapore, India, the United Kingdom, Germany, Italy, and the United States.

For more information, log on to [www.tmeic.com](http://www.tmeic.com)

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***About Toshiba Mitsubishi-Electric Industrial Systems Corporation (TMEIC)***

*Toshiba Mitsubishi-Electric Industrial Systems Corporation (TMEIC) was formed in 2003 from the merger of the industrial systems departments of Toshiba Corporation and Mitsubishi Electric Corporation. TMEIC manufactures and sells variable frequency drives, motors, and advanced automation systems for a range of industrial applications. We drive industry.*

***The North American operation –***

*TMEIC Corporation, headquartered in Roanoke, VA, designs, develops and engineers advanced automation, large AC machines and variable frequency drive systems. TMEIC Corporation specializes in Metals, Material Handling, Oil & Gas, Mining, Testing and other industrial markets worldwide. We drive industry. [www.tmeic.com](http://www.tmeic.com)*