

Tektronix Appoints Johann Winterholler to Sales Director Germany, Austria and Switzerland

Tektronix, Keithley Sales Team Integration Ensures Continuous Local Communication and Consistency For Customers

Cologne, Germany - July 24, 2012 - Tektronix, a leading innovator of test, measurement and monitoring equipment, today announced that Johann Winterholler has been appointed to Sales Director Germany, Austria and Switzerland. In this role, Winterholler is responsible for the sales operation of Tektronix and Keithley products. With the integration of Keithley and Tektronix, the sales teams are now responsible for selling both Keithley and Tektronix products.

"In the nineteen months since Keithley's acquisition, we have completed the integration of numerous parts of our organizations to further leverage our leadership position," said Emanuela Speranza, Tektronix Vice President EMEA. "With the integration of our sales teams, the Sales organization has been designed on the basis of country segmentation by vertical markets and geographic locations to ensure continuous local communication and consistency. I am excited about Johann's appointment. It is important for us to reinforce the vicinity to our customers and the strong local support we are committing to."

Winterholler most recently held the position of Managing Director Europe Sales in Keithley. He joined Keithley Instruments, GmbH in May 1987 and has advanced with Keithley through many assignments, ranging from Support Engineering, Applications Management, built and managed inside sales, Sales Manager for European Channel Partners and worldwide distribution coordination.

Winterholler is based in the Tektronix/Keithley office in Munich, which is one of three offices Tektronix holds in Germany: Cologne, with its extensive European Service facilities, Berlin and Munich.

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About Tektronix

For more than sixty five years, engineers have turned to Tektronix for test, measurement and monitoring solutions to solve design challenges, improve productivity and dramatically reduce time to market. Tektronix is a leading supplier of test equipment for engineers focused on electronic design, manufacturing, and advanced technology development. Headquartered in Beaverton, Oregon, Tektronix serves customers worldwide and offers award-winning service and support. Stay on the leading edge at www.tektronix.com.

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