



FOR IMMEDIATE RELEASE

**Crescend Technologies Announces Jim Baker  
Has Accepted Position of Vice President of Sales and Marketing**

SCHAUMBURG, IL – September 18, 2006 - Crescend Technologies is pleased to announce that Jim Baker has accepted the position of Vice President of Sales and Marketing. Jim comes to Crescend after 27 years in sales with Motorola, the last 16 years as a Vice President supporting North American Land Mobile dealers and resellers.

“Jim’s experience, knowledge, reputation and commitment to customer satisfaction in the land mobile industry make him a tremendous addition to the Crescend Team. Our continued rapid growth and ever expanding customer network made it imperative for us to have someone of Jim’s caliber and customer commitment to lead our sales and marketing team.” said Jim Hougo, President of Crescend Technologies.

“I am very excited about joining Crescend Technologies,” said Jim Baker. “Although I knew they were a good company, I did research them at length prior to accepting this position by talking to a multitude of dealers, distributors and end use customers. In my discussions I learned that Crescend’s growth continues to be fueled by the high levels of respect and loyalty of their customers. Those customers told me Crescend has earned that loyalty as a direct result of their value proposition, steadfast commitment to providing the highest quality amplifiers in the industry and their dedication to customer delight. These qualities are self evident throughout the entire organization, it is their culture and I am proud to now be a part of it.”

Crescend Technologies was established over 25 years ago as VoCom. In 1995 the company came under new ownership with a bold new vision. The vision was to improve amplifier quality using leading edge modular technology and to service their customers the best way possible. To help achieve this new goal, they acquired Powerwave’s (Milcom) SMR and paging amplifier lines in 1999 and developed an outstanding engineering, production, and office staff. With all of the great changes, it only seemed natural that the company should have a new vibrant name, and in 2001 they became Crescend Technologies, LLC.

Crescend Technologies is the largest, independent manufacturer of high power, RF amplifiers for the [VHF](#), [UHF](#), [800/900](#) MHz land and mobile markets. The company’s products include rack-mounted amplifiers for 2-way radio and trunking, paging, military applications, mobile amplifiers, and specialty application amplifiers.

Crescend is ISO 9001 certified and in a recent Deloitte Technology Fast 50 Program was named one of Chicago’s 50 Fastest Growing Technology Companies.





To experience the **Power of Crescend** please contact them at:

Crescend Technologies, L.L.C.  
920 East State Parkway  
Schaumburg, IL 60173

Toll Free: 1.800.USA.MADE  
1.800.872.6233

Fax Line: 1.847.908.5408

Email: [sales@crescendtech.com](mailto:sales@crescendtech.com)



Inside Sales Manager, Dealer Dedicated  
Patricia Sullivan  
Phone: 800.872.6233 xt 224  
Email: [psullivan@crescendtech.com](mailto:psullivan@crescendtech.com)



Inside Sales Manager, OEM Dedicated  
Shannon Sullivan  
Phone: 800.872.6233 xt 223  
Email: [ssullivan@crescendtech.com](mailto:ssullivan@crescendtech.com)

Jim Baker  
V.P. Sales & Marketing  
Phone: 800.872.6233 xt 242  
Cell: 630-947-9176  
Email: [jbaker@crescendtech.com](mailto:jbaker@crescendtech.com)