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**Link to Word Doc:** [www.wallstcom.com/Riedel/230720-Riedel-Peter\_Tsegaye.docx](https://www.wallstcom.com/Riedel/230720-Riedel-Peter_Tsegaye.docx)

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**Photo Caption:** Peter Tsegaye, Regional Sales Manager at Riedel Communications

**Riedel Expands Canadian Coverage With Appointment of Peter Tsegaye as Regional Sales Manager**

**WUPPERTAL, Germany** — **July 20, 2023** — Riedel Communications today announced that Peter Tsegaye has been appointed to the role of regional sales manager to accommodate the company’s continued growth in Canada. Tsegaye is a seasoned broadcast and media entertainment professional with over 15 years of experience. Tsegaye will report to Dave Caulwell, Regional Sales Director, East, North America, and operate out of Toronto.

“We are excited to have someone as experienced as Peter join the team,” said Caulwell. “His knowledge and success in many areas of the industry — including IPTV, live production, sports entertainment, and broadcast — will certainly be an asset to the entire Riedel team. He has a tremendous track record, and I am thrilled to have him with us.”

Tsegaye got his start at an industry icon, Harris Broadcast, which later became Imagine Communications, where he worked in various roles, from customer service representative to product support specialist. Most recently, he served as technical sales and solutions manager at ES Broadcast, where he was responsible for expanding the company’s solutions architecture footprint within North America. His experience with focusing strategically on expanding systems and integrating pre- and post-sales activities will become essential to Riedel’s ongoing growth in Canada.

“Riedel is an innovative and creative company, and I am excited to be a part of its continued growth and success,” said Tsegaye. “I have been watching this company grow for many years, noticing how they consistently go above and beyond in both innovation and customer commitment. I am very excited about being part of this incredible team and look forward to contributing to the company’s success.”

Further information about Riedel and the company’s products is available at [www.riedel.net](http://www.riedel.net).

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**About Riedel Communications**Riedel Communications designs, manufactures, and distributes pioneering real-time video, audio, data, and communications networks for broadcast, pro audio, event, sports, theater, and security applications. Riedel is locally headquartered in Santa Clarita, California, with its global headquarters in Wuppertal, Germany. Riedel employs over 1,000 people in 30 locations throughout Europe, Australia, Asia, and the Americas.  
  
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