

NEWS RELEASE
August 7, 2013



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SEAMETRICS INC. BOARD OF DIRECTORS ANNOUNCES
ASRAT MIKHAIL (MIKE) YITREF AS NEW CEO

KENT, WA – The Board of Directors of Seametrics Inc. has announced the selection of Asrat Mikhail (Mike) Yitref as the new CEO.

Yitref is currently the VP of Sales for the Sales Center USA of Endress + Hauser Inc., having formerly served there as the VP of Marketing. Mike has also served in the roles of General Manager of Industry Marketing for Yokogawa, as well as Director of New Business Development & Technology and Manager of Product and Industry Management for Fisher-Rosemount.

Mike received his BS, Biology and Physics from the University of Washington. He has hands-on engineering experience as a Manager of Application Engineering and also as an Instrument & Controls Engineer.

Curt Burnett, Chairman of the Board said, in announcing the hiring decision, “We believe that Mike’s deep experience in instrumentation product development, marketing, and sales management will be of great benefit not only to Seametrics, but also to its customers and partners. We’re looking forward to working with Mike as he leads the company to a new level of excellence.”

About Seametrics

Seametrics Inc. is a designer and manufacturer of a wide variety of flow metering products. Since 1990 the company has provided innovative solutions to users in industrial water treatment, energy management, irrigation, utilities, transportation, and chemical handling. Seametrics products have a reputation for durability and accuracy at a competitive price, and are sold largely through a network of domestic and international distributors.

The location just south of Seattle Washington is home to both the engineering and production groups. Seametrics employs just-in-time manufacturing methods and has a high commitment to continuous improvement. The company follows its ISO 9001 quality management system and employs lean design principles. A focus on innovation, product value and customer accessibility has resulted in two decades of continuous growth. Seametrics is dedicated to providing our customers with products that help in many different ways to make the world a better place.