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NEWS RELEASE

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**Electric Mirror Hires New Director, Western Region**  
***Rich Gesteland Comes on Board in Response to Explosive Regional Growth***

(Everett, WA) Electric Mirror®, the global leader in Lighted Mirrors and Mirror TVs, announced today the appointment of Rich Gesteland to the position of Director, Western Region. Gesteland was recruited to manage the explosive growth of the company in his region, which includes three quarters of the country, where he will oversee an existing hospitality industry rep force and to expand that force.

Gesteland brings with him two decades of experience managing sales for noted brands, most recently as Western Territory Manager, Hospitality for Pfister, Inc. His experience includes the establishment of his own rep firm, Gesteland International, where for several years he called on high-end interior and architectural design firms for a variety of product lines. He also served for many years as Director, Global Business Development for Hufcor, Inc. managing worldwide sales and marketing including overseas distributors, manufacturing licensees and company-owned factories. His international experience includes Newell Rubbermaid Inc., where

he served as International Sales Manager – Europe, Middle East and Africa.



*Rich Gesteland, Director, Western Region for Electric Mirror*

“I am proud to bring my sales experience in the West and worldwide to such a dynamic company and one with such tremendous growth potential,” says Gesteland. “Few companies can boast 50% annual growth and are so well poised for global success as Electric Mirror. I credit the innovative approach to the Lighted Mirror and Mirror TV industry that management has taken to their current and future growth. They are the industry leader and I

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am delighted to be able to join this dynamic team and contribute to their continued growth.”

“We’ve been searching for a very long time for just the right person for this critical job,” said Electric Mirror President and CEO Jim Mischel, adding, “With Rich’s proven performance and outstanding industry background he is the perfect person to take us to the next level.”

In addition to his work experience, Gesteland received his Bachelor’s degree in German Literature from University of Wisconsin-Madison and his International MBA from Thunderbird School of Global Management. He has served for the last five years on the board and was recent president of the Las Vegas chapter of NEWH, the industry’s premier hospitality networking organization. He makes his debut with Electric Mirror at HD Expo on May 14 in Las Vegas, the hospitality industry’s premier annual trade show and conference.

### **About Electric Mirror**

Electric Mirror is the leader in Lighted Mirrors and Mirror TV Technology serving the hospitality, healthcare, commercial, and residential industries for more than 16 years. This family-owned and operated company began in a garage where the first high-end defogging mirror was pioneered. An American success story, Electric Mirror continues to lead the market in design and innovation, holding more than 32 patents with dozens more pending. Product lines include a wide variety of modern Lighted Mirrors, Mirror TVs, Waterproof TVs, Mirrored Cabinets, Corridor Lighting, and Makeup Mirrors. Electric Mirror is the industry standard for major luxury hotel chains and has a reputation for product innovation, customization, and made-in-the-USA quality. Electric Mirror is on the forefront of eco-friendly manufacturing with its Beautiful World™ Initiative: To reduce carbon footprints by producing the most energy-efficient and longest-lasting products in the world. The company headquarters and factory are located just north of Seattle in Everett, Washington.

Learn more about Electric Mirror by visiting [www.electricmirror.com](http://www.electricmirror.com). To request a quote for Electric Mirror products, please contact [sales@electricmirror.com](mailto:sales@electricmirror.com) or call 425.776.4946.

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