



PRESS RELEASE

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CoolCAD Electronics Partners with Wescom Marketing Inc. to Strengthen Market Presence

College Park, MD, December 18, 2023 – CoolCAD, a leading provider of advanced semiconductor design and engineering solutions, today announced a strategic partnership with Wescom Marketing Inc., a prominent technical sales and support company for the electronics industry, to enhance its market reach and customer engagement across key sectors.

CoolCAD Electronics specializes in the design and manufacturing of wide bandgap silicon carbide (SiC) semiconductor transistors and integrated circuits (ICs) catering to a diverse range of applications, including Power Electronics, Green Energy, High-Temperature Electronics, and Deep Ultraviolet (UV) Optical Electronics.

Distinguished by their ability to function in extreme environments, CoolCAD's SiC CMOS devices are engineered to operate reliably at temperatures exceeding 400°C, a substantial leap beyond the limited 200°C capacity of conventional silicon-based chips.

Recognizing evolving high temperature demands in the electronics marketplace, CoolCAD aims to amplify its presence, tailoring its unique offerings to a broader audience. By leveraging Wescom Marketing Inc.'s extensive industry connections and technical expertise, this collaboration will ensure that CoolCAD's innovative products are more accessible and better represented throughout the electronics industry.

Tom Bianchi, Chief Revenue Officer of CoolCAD, commented on the partnership, "We are thrilled to have the Wescom Marketing team on board. Their long track record of superior technical sales and support along with their willingness to collaborate in the arena of research and development, make them the perfect partner to help us achieve our expansion goals. Wescom will represent the Rocky Mountain region for us, covering Colorado, Utah, Idaho, Wyoming, and Montana. Together, we're looking forward to reaching new horizons and strengthening our commitment to providing unparalleled semiconductor design and engineering solutions."

Larry Welch, Owner of Wescom Marketing Inc., commented, "We're always eager to represent companies at the forefront of innovation. CoolCAD's Silicon Carbide (SiC) products are revolutionary, and we believe their unique high-voltage MOSFETs have significant potential in the marketplace, especially in the industrial and military sectors. We're committed to leveraging our resources and expertise to ensure CoolCAD reaches its desired clientele and industry stakeholders."

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This partnership aligns with CoolCad's growth strategy and underscores its dedication to being a forerunner in the semiconductor sector, providing high-performance solutions for the most demanding applications. Both companies are optimistic about the future, with plans to unveil collaborative campaigns in the coming months.

About CoolCAD:

CoolCAD is a dynamic company specializing in advanced design and engineering solutions for Silicon Carbide (SiC) and Gallium Nitride (GaN) components. With a reputation for innovation, CoolCAD provides cutting-edge products that meet today's highly demanding semiconductor requirements.

Central to the CoolCAD advancements are SiC and GaN components, introducing a new era of elevated performance and efficiency within power electronics. These materials outshine conventional silicon in terms of material properties, ushering in a host of benefits that are reshaping power electronics applications. SiC components, renowned for their superior thermal conductivity and breakdown voltage capabilities, thrive in extreme environments while reducing losses, and enhancing power conversion efficiency for the most demanding applications.

About Wescom Marketing Inc.:

Founded in 1985, Wescom Marketing Inc., www.wescom-mkt.com, is a trusted rep agency with over 30 years of experience connecting high-technology brands to their desired markets. The well-established Wescom team represents the Rocky Mountain region, including Colorado, Utah, Idaho, Wyoming, and Montana. Their strong technical sales force, coupled with their expansive distribution network, have resulted in the growth of numerous high-technology firms and enterprises.