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Contact: Brett Daly

bdaly@ambrell.com

BIHE Int'l Trading (Shanghai) Co., Ltd. Becomes a Level 3 Sales, Services and Applications Consulting Partner in the People's Republic of China

Scottsville, NY (June 9, 2016) – Ambrell Corporation, a leading source of innovative induction heating solutions worldwide, announces that BIHE Int'l Trading (Shanghai) Co., Ltd. (BIHE) has signed-on as a Level 3 Sales, Services and Applications Consulting Partner to sell and support Ambrell induction solutions in the People's Republic of China.

This partnership program includes extensive training of BIHE service engineers who will become Ambrell-Certified Induction Service Engineers and Applications Consultants. In addition, BIHE will stock spare and replacement parts and systems to help speed service response time and time-to-repair. It builds on an existing Level 1 Distributor Agreement where BIHE had been successfully marketing and selling Ambrell induction solutions.

Ambrell and Ambrell Systems Integrators and OEM partners have installed hundreds of Ambrell systems in China over the past decade. These customers will now benefit from a more rapid service response from BIHE Ambrell-Certified Service Engineers and locally stocked spare and replacement parts and systems.

“We are very happy to have BIHE as a Level 3 Partner to help us deliver exceptional support of our installed products in China”, said Tony Mazzullo, President & CEO at Ambrell Corporation. “We are very selective when choosing Level 3 Partners. BIHE has worked with Ambrell for several years and now meets or exceeds the requirements for this program.”

An Ambrell Level 3 Partner is the highest designation attainable from Ambrell requiring that the Partner train and certify multiple sales, service and applications personnel. The certification ensures that the

partner's resources can provide customers with a very high level of expertise and knowledge. Partners also have a direct line to Ambrell service engineers, applications consultants, engineering staff and members of the executive team.

Ambrell has services and applications consulting centers in the United States, the United Kingdom and the Netherlands. The company has also established Level 3 Partners with Ambrell-Certified staff in China, Japan, Slovenia and Italy, helping to extend the reach of our operations and services capabilities.

BIHE has headquarters in Shanghai and offices in Guangzhou, Beijing and Hong Kong. For additional information about Ambrell Corporation, call +1 585 889 9000 or visit the Ambrell website at www.ambrell.com.

About Ambrell

Founded in 1986, Ambrell Corporation is a global leader in the induction heating market renowned for its application and engineering expertise. Exceptional product quality and outstanding service and support are at the core of the company's commitment to provide the best customer experience in the industry. Ambrell is headquartered in the United States with operations in the United Kingdom, France and the Netherlands. All products are engineered and made at the company's manufacturing facility in the United States, which is ISO 9001:2008-certified. Over the last three decades Ambrell has expanded its global reach through an extensive OEM and distribution network and today has more than 10,000 systems installed in over 50 countries.

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