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DOW ELECTRONICS ANNOUNCES COMPANY NAME CHANGE
DOW Technologies Name Better Reflects Business Strategy

TAMPA, Fla. (March 1, 2021) – DOW Electronics, the leading independently owned electronics and technology services distributor, announced today that it has changed its name to DOW Technologies. The new name reflects the company's long history while better aligning with its current and future business strategy.

DOW began as a local television repair parts distributor that has grown over 60 years into a national distributor of consumer products and technology solutions that connect and improve customers lives. The breadth of products and services that DOW now offers has outgrown the product offerings suggested by the use of 'Electronics' in the company name. The new name, DOW Technologies, reflects a company culture that is engaged with the technological solutions it offers. DOW utilizes the products and technologies within its own offices and distribution centers to be more efficient and to have an enhanced work environment. DOW's employees value living with the products in their homes and vehicles to better understand their features and capabilities. The brand and culture of DOW Technologies reinforces knowing and experiencing the products and services offered to better support its customers.

"We are very excited to make this name change to better reflect our business activity and goals," stated president & ceo John Yodzis. "This decision is not being taken lightly as DOW Electronics has been our family business for over 45 years. We wanted to make sure we honored our history while looking forward to the future of the company."

"I am very happy with the strategy and execution the company has undertaken in the past few years that has led to this moment," added executive chairman Chip Yodzis. "This name change reflects a strategy and future direction that is very exciting for DOW."

To learn more about DOW Technologies, please visit www.dowtechnologies.com or call 1.800.627.2900.

About DOW Technologies:

Headquartered in Tampa, Fla., DOW Technologies is one of the largest independently owned and operated electronics distributors servicing independent retailers in the United States for 61 years. With eight locations serving Alabama, Arizona, Arkansas, Delaware, Florida, Georgia, Kansas, Louisiana, Maryland, Mississippi, Missouri, Nevada, New Jersey, New Mexico, New York, North Carolina, Oklahoma, Pennsylvania, South Carolina, Tennessee, Texas, Puerto Rico, the US Virgin Islands, Virginia, and Washington, D.C. DOW Technologies focuses on distributing products and technologies that enhance lives at home, work and on the road.

DOW Technologies' areas of business include:

- Car and Marine Audio/Video
- Broadband
- Surveillance
- Commercial Audio/Video
- Custom Integration/Consumer Electronics
- Satellite & Terrestrial Television
- UCaaS

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