



Myine Electronics, LLC
Jake Sigal, Principal & Founder
Massimo Baldini, President
3136 Hilton
Ferndale, MI 48220

The principal and founder of Myine Electronics, Jake Sigal, has launched over 16 successful consumer electronic products in his short career as an engineer. As product line manager for Delphi's Consumer Electronics group, he focused on producing XM Satellite Radios for the U.S. and Canadian markets. When he decided to launch his own business, he turned to Detroit-based SCORE counselor Paul Lieberman for help.

Jake needed to learn how to talk to potential investors about return on investment, rather than focus just on the technology as he was accustomed. SCORE helped Jake speak the language of business and develop his pitch to obtain seed capital. The money was needed to finish production of an innovative new audio device in order to meet the January, 2009 launch deadline.

Mr. Lieberman helped Jake focus his marketing message to investors which led to over \$500,000 in private equity to start. Myine Electronics, LLC, located in Ferndale, Michigan, was founded in 2008 and today has four full time employees and plans on hiring two more within the next month. By the end of the year, the company will have 10 employees.

Speaking at SCORE's 2008 annual luncheon, he credited his counselor with making his company what it is today... "full of promise and opportunity in Michigan's new economy."

Myine, creators of audio devices that are both easy to use and easy to love for users with limited time or technological ability, has recently debut its new Abbee Commercial-Free FM Radio and Ira Wi-Fi Internet Radio products.

Today, at Myine's helm are principal and 27-year-old founder Jake Sigal, inventor of the original USB turntable, and his partner Massimo Baldini, the company's president, who brings more than 15 years of international business experience in consumer product development and management to the table.

"There is a lack of good products available for people who are not tech savvy or just busy," Sigal said. "You're never going to find a company that tells people their products are difficult to use. However, what those companies can't say is that their products set up in minutes, have a two-page manual, or that they don't require subscriptions. That's really what differentiates us. Sometimes, for some people, less is more when you're talking about a product's features and complexity."

Myine's has two new products. Abbee is designed to automatically record the music of the user's favorite FM station and remove all of the commercials and DJ talk for hours of uninterrupted music. The second product, Ira, is designed to harness the universe of radio broadcasts available on the Internet and to allow user enjoyment anywhere a Wi-Fi connection, a speaker system, and a power source are available.

For more information about Myine Electronics visit its Web site at www.myine.com.