

**CEO
CFO**



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With Connections in Taiwan, China and South Korea, Powin Corporation has Broken Down the Barriers for Many Companies and Entrepreneurs Needing Manufacturing Services, as well as Developed a Channel Partner Program for Those Who Want to Sell into These Countries

**Electronics
Contract Manufacturing
(PWON-OTC: BB)**

Powin Corporation

**6975 SW Sandburg Road, Suite 326
Tigard, OR 97223
Phone: 503-598-6659**

**Ronald Horne
Chief Financial Officer**

Executive Bios:

BIO on Ron Horne

Chief Financial Officer

Ronald Horne joined Powin Corporation on October 12, 2009 as its Chief Financial Officer. He has 35 years experience in all areas of finance and accounting, cash management, inventory control, risk management, HR management, audit management, forecasting and reporting, with 10 years in SEC reporting and Sarbanes-Oxley compliance. Prior to joining Powin, Mr. Horne served 10 years as the Controller and Vice President of Finance for PML Microbiologicals, Inc. Mr. Horne earned an accounting degree from the University Of Oregon College Of Business in 1965, and completed his B.A. in finance and accounting at the International Accountants School in Chicago, Illinois in 1972.

BIO on Joseph Lu:

**Founder, Chairman of the Board,
CEO and President**

Mr. Lu founded Powin Corporation in 1989. Prior to this he served as General Manager of the Shunn Feng Ind. Co., Ltd. in Taiwan. From 1980 to

1986 he was employed as an Environmental Engineer for the Sinotech Engineering Consultant Co. in Taiwan. Also previously he was President of the Qingdao Triple Master Fitness Co., which manufactures fitness equipment, and as President of Qingdao Wei Long Co Ltd., which manufactures outdoor camping cookware. He is a graduate of the University of Taipei in Taiwan.

Company Profile:

Powin Corporation was founded in Tigard, Oregon in 1990 by Joseph Lu, a Chinese-American, and has grown into a large international distributor of more than 2,000 original equipment manufacturer products annually as well as being a direct manufacturer. It leases two plants in Oregon and contracts with six in Mainland China and two in Taiwan. It is in the process of registering a branch office in the Republic of South Africa.

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFOinterviews.com**

CEOCFO: Mr. Horne, what is the focus of Powin today?

Mr. Horne: The focus of Powin today is not only on our core business moving forward, which is providing original equipment manufacturing (OEM) services for companies and people who want to develop products in the United States but do not have the ability to manufacture their product, but to grow the company in other markets. We contract with companies to have their product manufactured in factories that we contract with either

in Taiwan, China, or South Korea. We have even looking at Viet Nam, but not much is going on in Viet Nam at all.

CEOCFO: Would you tell us more about what Powin provides to your customers; do you put them in touch with various contract manufacturers?

Mr. Horne: We do not really put our customers in contact with our contracted manufacturers as we do all of the negotiating and manufacturing planning work for them. For example, we had a very successful new product that came out this last year called the, Portable Rolling Plant Stand, that a gentleman developed and has a the patent. He could not get it manufactured, so we helped him with his engineering, put together and help design the packaging for him through our contacts. This particular product was manufactured in China and it sold very successfully throughout the holiday season through the Costco stores. We look forward to getting more of these types of programs. So, we do more than just manufacture for them, we also help with some of their engineering although they are totally responsible for the engineering and, their designs. We will take their designs and if there are faults in it, we will bring any issues to their attention, if the customer does not want to accept our input, we will still manufacture the product for them, but they are totally responsible for the design and the product.

CEOCFO: How does Powin reach its customers?

Mr. Horne: Historically Powin has been one of the best kept secrets in the nation, because not too many people have ever heard of Powin until the company went public. In the early years the individual who started the company, Joseph Lu, would go and get face-to-face with individuals in companies that he thought he could manufacture products for and, we have a small sales and marketing program; however, now after we have gone public we have received some notoriety where people are now starting to come to us. We also do some advertisement through various manufacturing magazines and direct mailings.

CEOCFO: What is the competitive landscape and why Powin?

Mr. Horne: Why Powin? Because the growth history of Powin Corporation has been its ability to use the knowledge the company has with the overseas manufacturing systems; the legal systems, as well as the communication issues with the Taiwan, South Korea and in China manufactures. Powin has several employees that are from Taiwan and/or China, they have a long history working with the manufacturing systems throughout China and Taiwan, South Korea; therefore, the language and custom barriers are removed. Powin can help the U.S. company with their product manufacturing needs without them ever talking to the manufacturer in China, Taiwan or South Korea, not so much in Viet Nam and, until recently we also did some minor manufacturing in Japan. Another strong program that we have started to push forward is our, Channel Partner Program, the acronym we use is CPP. This program is to introduce and help retailers and manufacturers in the United States sell their product into China and the China market is very huge. The CPP program assists and manages all upfront marketing to see if the U.S. company can sell their product in China. It is amazing to me the number of people in China that want U.S.-made products; it is very important over there. CPP will help with all packaging is-

sues, language translation, warehousing and logistics. CPP will use five different channels to advertise a company's their product; two right off the top of my head is the internet system in China, the banking system, and the postal system in China. They do a lot of this type of marketing in China and we can help a customer with all the issues with China marketing. Another program that we are starting, although it has been in the engineering stages for about a year and a half to two years, is our renewable energy program. We have a complete line of renewable energy products; wind turbine, solar panels, and lithium batteries. We package our product line as one complete product package or we will sell individually. The program is called Powin Renewable Energy Resources and it's showing promise for us.

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CEOCFO: How does the management at Powin stay focused when you do have your hand in many different arenas?

Mr. Horne: We can stay focused because we are bringing in specialists to take charge of each of these programs. The OEM product program has been in existence for over twenty years. We manufacture in OEM all of our outdoor products for a customer that sells the Camp-Chef line of products; they are a big competitor to Coleman outdoor products. Another big product on the OEM side is the gun safes. We manufacture almost all the Browning Gun Safes and we have been manufacturing this product line for over twenty years. Now the company sees opportunities in the other programs I have mentioned, so it is important that we bring in the type of

leadership that has the experience in those industries.

CEOCFO: What is the financial picture like at Powin today?

Mr. Horne: Our sales last year 2010 were \$48.4 million. That was 31% plus over the previous year. The previous year 2009, was a down year for Powin Corporation; however, most of the economy throughout the United States was down that year. We have come back very strong. The first two months of this year we are seeing gains but not as bleakly as we saw in the first two months of 2010, but we are seeing increased gains in 2011. We are expecting at least 3% to 5% sales gains this year over last year. We are not expecting to see the bottom line gains as we saw in this past year because we are spending resources on these newer programs since they are just starting.

CEOCFO: Are there areas where Powin would like to be involved that you are not?

Mr. Horne: We now have our Renewable Energy Resources Program and our Channel Partner Program, but I did not mention our fitness equipment line. We have manufactured fitness equipment for fifteen to eighteen years, and since

we have been doing that on a small scale for other organizations, at this time we have decided that with our experience levels we can offer a fitness equipment line that will replace lost revenues that we did not have in 2010 or 2009, but did have in 2008 any prior. There is another line that we have and that is, we manufacture metal products for the Freightliner Truck System. Daimler owns Freightliner, and here in the metropolitan area of Portland, Oregon, we have a large metal manufacturing plant to support Freightliner. We are setting up a plant in Mexico to support the local operation, so with all the above we have pretty much taken care of our management resources, especially in this year that we are in.

CEOCFO: In closing, why should potential investors pay attention to Powin today?

Mr. Horne: Powin is a growing company, but we must make sure that we do not grow too fast or outside of our control. I encourage any investor to watch the stock, it is a brand-new stock, the symbol is PWON; also,

watch our announcements and our postings. We have confidence that our stock is going to gain value and as the capital resources become available to the company, those resources will be used to grow the company from where it is today and hopefully double sales and increase profits. Another thing the company has is

a strong history and, it is very conservative. It uses its own cash, it has no debt, and we posted no debt in 2010. The company's management is very forceful in continuing this type of management and the use of its cash resources.



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