



Winland Electronics, Inc.

AMEX:WEX

July 2008

ABOUT WINLAND ELECTRONICS

Winland Electronics is an electronic manufacturing services (EMS) company, providing product development and manufacturing expertise and innovation for more than 20 years. Winland also markets proprietary products for the security/industrial marketplace. Winland's product development offering includes program management, analog circuit design, digital circuit design, printed circuit board design and embedded software design. Winland differentiates itself from the contract manufacturer

competition with its integrated product development and manufacturing services to offer end-to-end product launch capability, including design for manufacturability, design for testability, transition to manufacturing and order fulfillment. Winland's core competency is delivering time-to-market through superior program management, experience, integrated development processes, and cross-functional teams. Winland Electronics is based in Mankato, MN.

Stock Data (as of July 1, 2008)

FY End: December 31 **Stock Price: \$1.52**
52-Wk Range: \$1.25-\$3.25 **Mkt Cap: \$5.5M**
Shares Out: 3.6M **Float: 3.37M**
Revenues (ttm): \$32.5M

MARKET VERTICALS

Consumer

- Select Comfort Sleep Number Beds
- Alarm System Products



Industrial

- InfraRed Camera
- CNC machine controls/applications
- Utility disconnect meters

Computer

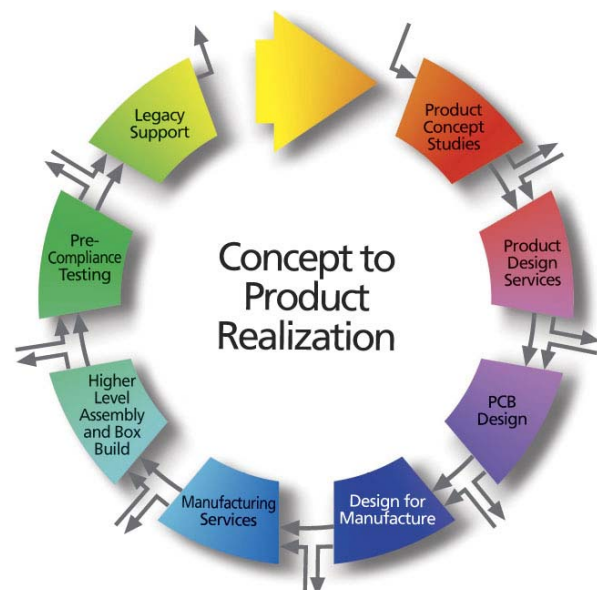
- Handheld programming devices
- CD-R/DVD-R copiers/printers

Medical

- Portable Defibrillators
- Prostate Therapy Equipment
- Genetic Testing Equipment

INVESTMENT HIGHLIGHTS

- Thomas J. de Petra, who was serving as Winland's interim Chief Executive Officer and President, was named Chief Executive Officer and President.
- Warren Mitchell, who joined Winland in February 2008 as Executive Supply Chain Leader, was appointed to the newly created position of Vice President of Operations and Supply Chain.
- Winland's new EnviroAlert EA800 wireless environmental monitoring solution was awarded the 2008 Security Industry Association (SIA) New Product Showcase Product Achievement at the ISC West 2008 tradeshow.
- Winland restructured its manufacturing and operations departments to support more aggressive EMS growth objectives and also better align the company to its 2008 and 2009 initiatives in program management, supply chain management, quality management, and information systems.
- For the year ended December 31, 2007, net sales decreased 8.4 percent to \$34.7 million from \$37.9 million for the full year of fiscal 2006.
- Gross profit was \$4.8 million, or 13.8 percent, compared to gross profit of \$6.5 million, or 17.1 percent for the full year of fiscal 2006.
- The Company incurred an operating loss of \$620,000 compared to income from operations of \$1.7 million in the same period last year.
- The net loss was \$263,000, or \$(0.07) per basic and fully diluted share (based on 3.6 million basic and fully diluted shares) compared to net income of \$1.0 million, or \$0.29 per basic and \$0.28 per fully diluted share (based on 3.6 million and 3.7 million basic and fully diluted shares, respectively) for the full year of fiscal 2006.



PRODUCT LINES

Electronic Manufacturing Services for OEM Customers:

The Company designs and manufactures circuit board assemblies and higher level products that incorporate them for many OEM customers. The Company is positioned to offer complete solutions to OEM customer needs by providing value-added services that complement the Company's contract manufacturing capabilities. The services provided may include product concept studies, product design, printed circuit board design, design for manufacturing, higher level assembly and box build, and legacy support. These services differentiate the Company from the competition and increase customer satisfaction, confidence, and loyalty. The Company views EMS customers as strategic partners and works to provide these "partners" with high level customer care and technical services. For the fiscal year 2007, sales from OEM customers provided 90.9% of Winland's total revenue in 2007.

Proprietary Products:

The Company's proprietary products include an established family of environmental security products that can be customized to meet customer requirements. The Company's security/industrial products include simple and sophisticated microprocessor and mechanically controlled sensors and alarms. These products monitor and detect environmental changes, such as changes in temperature or humidity, water leakage and power failures. The Company's "ALERT" series of products may be connected to many burglar or fire alarm panels to monitor and report unfavorable environmental conditions. Proprietary product sales accounted for 9.1% of total revenue for 2007.



CORPORATE DATA

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SENIOR MANAGEMENT TEAM

Thomas J. de Petra, Chairman of the Board of Winland, was named CEO and President, effective April 24, 2008. Mr. de Petra has been self-employed as a management consultant since June 1999, currently providing services through Vantage Advisory Services LLC, of which he is the President and founder. Prior to that he held CEO/COO/CIO positions for a variety of firms and also was President and owner of de Petra & Associates, Inc., a financial communications firm, formerly known as First Financial Investor Relations, Inc., from August 1986 to October 1993.

Glenn Kermes joined Winland as Chief Financial Officer on October 2, 2006. He joined Winland from Ross Manufacturing, a global manufacturer of frozen dessert equipment, where he served as Vice President and CFO. Previously, he served as North American Controller for SPX Corporation, a \$4.5 billion, publicly-traded, consumer goods company and as worldwide operations controller for Newell Rubbermaid, a \$6.3 billion, publicly-traded, consumer goods company. Mr. Kermes has an MBA from Clemson University and an undergraduate degree from the University of Minnesota.

DISCLAIMER

The foregoing compilation relates to Winland, and contains forward-looking statements, which are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. The forward-looking statements involve risks and uncertainties that could cause actual results to differ materially from the forward-looking statements. When used in this document, the words "anticipate," "believe," "estimate," "expect" and similar expressions as they relate to Winland or its management, are intended to identify such forward-looking statements. Winland's actual results, performance or achievements could differ materially from the results expressed in, or implied by these forward-looking statements. For more detailed information the reader is referred to Winland's Form 10-K and other related documents filed with the Securities and Exchange Commission. This does not constitute an offer to buy or sell securities by the Company and is meant purely for informational purposes. Hayden Communications, Inc., (HC) its affiliates, officers, directors, subsidiaries and agents have been compensated by the Company for the creation of this document. HC receives \$4,500 a month for two years effective Feb. 1, 2003. HC received a warrant to purchase 36,000 shares of common stock at \$1.63 and one for 20,000 warrants at \$3.96. HC has relied upon information received from the Company, which, although believed to be reliable, cannot be guaranteed. This information is not an endorsement of the Company by HC. HC is not responsible for any claims made by the Company. You should independently investigate and fully understand all risks before investing.