



**U.S. Small Business Administration Names  
Robert L. Farnsworth  
*2009 Exporter of the Year***



**Santa Ana, Ca** – Robert L. Farnsworth, founder and CEO of Sonnet Technologies, Inc. from Irvine, CA has been named the 2009 Exporter of the Year by the Small Business Administration, Santa Ana District Office. District Director J. Adalberto Quijada announced this selection and complimented Farnsworth for his understanding and leadership in international business. Robert Farnsworth was nominated for this award by Christophe Gravereau, CEO of Platinum Multi-Media, a business associate located in France.

Sonnet Technologies, Inc. is a world-class computer hardware upgrade-company with a product line featuring a range of reliable storage solutions for professional users of Macintosh®, Window ® and UNIX® systems in the film, video and broadcast industries. The company was founded in 1986 and has pioneered and brought to market innovative solutions that enhance the performance and connectivity of Macintosh and industry-standard computers. While economic forces have, in recent times, forced many small businesses to close, Sonnet has maintained steady revenues through its far-reaching sales successes.

Farnsworth has lead Sonnet Technologies on a path of steady growth for more than 23 years; the firm has excelled largely due to its adept management and expansion of its export business. While U.S. sales are strong, Sonnet exports its products internationally, with half of the company's revenues generated through international exports. The company's award-winning storage products are also sold through a global distribution network, and sales through these channels increased almost 10% in 2008.

Under Farnsworth's leadership, the company has always recognized the importance of building an international presence, and today, meets the stringent requirements of both the domestic and international markets. Sonnet's success as a small business exporter lies not only in the quality of the company's products,

but also in its dedication to customer service, attention to detail and creative approach to global marketing. Sonnet maintains multilingual sales and marketing staff and is available both to domestic and international customers around-the-clock, scheduling its California-based technical support and other staff for shifts that correspond to business hours in other parts of the world. Sonnet maintains a direct international presence through attendance and demonstrations at trade shows and conventions worldwide. By building personal, face-to-face relationships with customers in the global markets, the company has been able to strengthen existing relationships, build new partnerships, and increase exports and revenues. The feedback gathered through these relationships has been critical to Sonnet's continued innovation of products suited to markets and users around the globe.

Sonnet Technologies focuses not only on delivering high-quality products in an environmentally sensitive manner, but also on incorporating locally made parts into Sonnet solutions. By working with other California-based vendors, Sonnet is able to maintain a high standard of quality, develop new products more quickly, and help to build a strong local business and technology community.

Farnsworth, who lives in Irvine, is a devoted family man who enjoys traveling. He holds bachelors and masters degrees in electrical engineering from Ohio State University and an MBA from University of California, Berkeley. He has 30 years of experience in the computer industry in engineering, marketing and sales with companies such as IBM and Apple. Mr. Farnsworth is an avid hockey fan and is active in roller hockey, water sports and basketball. He has many passions and one of them is his commitment to higher education. Farnsworth is a long time supporter of the University of California, Irvine, and is a member of the UCI CEO Roundtable. Farnsworth is a contributor to California's "TechNet" and a member of other industry organizations.

Farnsworth and other small business owners and champions will be honored at the 46<sup>th</sup> Annual Small Business Week Awards event on June 4<sup>th</sup> hosted by the San Manuel Band of Mission Indians in the Yuhaviatam Room at 777 San Manuel Blvd., Highland, CA.

For more information contact, Jennifer Hoff at 951-781-2345, ext. 246 or [jhoff@iesmallbusiness.com](mailto:jhoff@iesmallbusiness.com)