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Cemtrex Launches Reseller Program for SmartDesk

Farmingdale, NY, Dec. 17, 2018 (GLOBE NEWSWIRE) -- - [Cemtrex Inc.](#) (Nasdaq: [CETX](#), [CETXP](#), [CETXW](#)), a world-leading technology and manufacturing company, today that it is launching a program enabling Information Technology (IT) Value Added Resellers (VARs) to market and support the Cemtrex [SmartDesk](#) for enterprise customers. This will create new revenue opportunities for those resellers who join the program and provide easier access for the Company to market to enterprise customers.

Cemtrex will provide resellers with training, support, and tools for sales and marketing, as well as access to tools for integrating the Cemtrex SmartDesk into their customers' business operations. Resellers can sell to their customers directly, enabling them to retain a close relationship with customers. Resellers can also bundle additional products, services, and support with Cemtrex's revolutionary SmartDesk. Cemtrex is rolling out the program to partners across North America.

Cemtrex's Chairman and CEO, Saagar Govil, said, "Since we launched the SmartDesk, we have received tremendous interest from organizations across the world who would like to resell the product to their customers. Now that the product is starting to ship, we believe it is the perfect time to kick-off our reseller program. This program will allow VARs who wish to gain an edge on their competition the ability to market the first innovation for desktop users in decades and generate attractive new revenues with it."

The SmartDesk is gaining traction in the business community with the Company's recent focus on Enterprise customers. The Company has received orders from notable organizations like the City of Atlanta and VMware. The SmartDesk has generated orders from Fortune 500 companies like Black & Decker and United Airlines as well as from government organizations and universities alike.

The Company will be meeting with potential partners at the Consumer Electronics Show (CES) in Las Vegas, NV in January. Resellers wishing to be a part of the reseller program or schedule a meeting with the Company can learn more information by emailing sales@cemtrex.com.

Cemtrex's Executive Vice President of Product Planning, Joe Novelli, commented, "Through this reseller program we will be building a trusted bench of partners that will increase our marketing reach to global enterprise customers and enable us to hit our goals. This will position us for accelerated growth as the market for SmartDesk and future products continues to expand."

SmartDesk, introduced earlier this year, is the flagship IoT product of Cemtrex. SmartDesk combines and reimagines the needs of the modern office workstation in a sleek, clutter-free design. The product includes 72 inches of touch display monitors, proprietary patent-pending touch and gesture control, digital phone and webcam, integrated document scanner,

wireless smartphone charging, and a built-in keyboard / trackpad with an electric-powered, adjustable-height desk.

About Centrex

Centrex, Inc. (NASDAQ: CETX) is a diversified technology company driving innovation in a wide range of sectors, including smart technology, virtual and augmented realities, advanced electronic systems, industrial solutions, and intelligent security systems. Centrex is the manufacturer of the SmartDesk, the world's most advanced workstation. Find us on the web at www.centrex.com.

Safe Harbor Statement

This press release contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995, including statements relating to Centrex's proposed offering of securities. These forward-looking statements are based on management's current expectations and are subject to certain risks and uncertainties, including those described in Centrex's SEC periodic reports and other filings, that could cause actual results to differ materially from those set forth in or implied by such forward-looking statements. Statements made herein are as of the date of this press release and should not be relied upon as of any subsequent date.

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