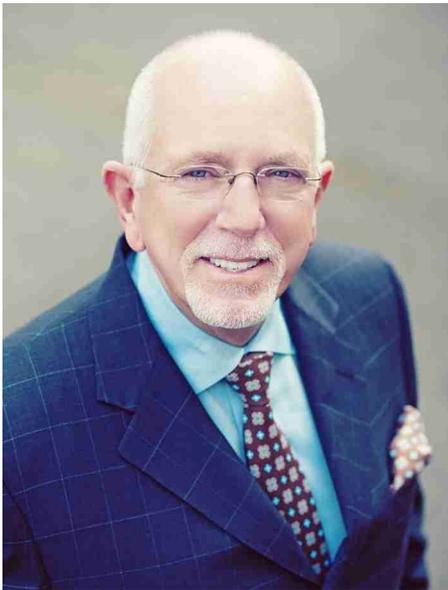


**CEO
CFO****CUI GLOBAL**Issue:
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Through Licensing or Acquisition, CUI Global, Inc. is Targeting Market Ready Electronic Technologies that they Can Add Branding, Distribution, Marketing, Sales and Service – Starting with the Successful Launch in Europe of Their Revolutionary GasPT2 Metering Device for Natural Gas Industry that will Analyze Gas in 2 Second Increments

**Industrial Goods
Industrial Electrical Equipment
(CUGI-OTC: BB)****CUI Global, Inc.****20050 SW 112th Avenue
Tualatin, OR 97062
Phone: 503-612-2300****William J. Clough Esq.
President and CEO****BIO:**

William Clough is the president and CEO of CUI Global. Previously, he served as executive vice president of the Company for two years, where he spearheaded the commercialization of Way Cool technology including the HydroJet licensing agreement with major customers like OCZ Technology Group, Inc. Before joining the Company, Clough, an attorney and

former law enforcement officer, operated his own law firm for 14 years, with offices in Los Angeles, San Francisco and Honolulu. In that capacity, he has successfully represented leading movie studios and media conglomerates.

Mr. Clough received his Juris Doctorate, cum laude, from Hastings College of the Law in 1990. He obtained one of the largest ever non-wrongful death jury verdicts in Los Angeles County Superior Court in 2000 and successfully represented parties in multi-million dollar cases throughout the United States. Mr. Clough is certified to practice law in state and federal courts in California, Illinois, Hawaii, and before the United States Supreme Court. Mr. Clough worked as a police officer for 16 years, at the local, state, and federal level including as a Federal Air Marshall flying in Southern Europe and the Middle East.

Company Profile:

CUI Global, Inc. is a publicly traded platform company dedicated to maximizing shareholder value through the acquisition and development of innovative companies and technologies. From its GasPT2 platform targeting the energy sector, to its subsidiary CUI Inc.'s industry leading digital power platform targeting the networking and telecom industries, CUI Global has built a diversified portfolio of industry leading technologies that touch many markets. As a publicly traded company, shareholders are able to participate in the opportunities, revenues, and profits generated by the products, technologies, and market channels of CUI Global and its

subsidiaries. CUI Global prides itself on operating with the same level of integrity, respect, and philanthropic dedication that was put in place by CUI Inc.'s founder more than 20 years ago. These values allow the company to make a difference in the lives of their customers, their community, their employees, and their investors. Recently, a move was made to merge and streamline resources with its subsidiary CUI Inc. in order to create a unified, international brand that now positions CUI Global for further strategic expansion.

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

CEOCFO: Mr. Clough, what was your vision when you became CEO of CUI Global?

Mr. Clough: I became president and CEO of the company having been a large investor and having been general council of the company when it was a pre-revenue patent portfolio company. At that time, the company possessed a very dynamic patented technology for the cooling of micro-processors. We really felt that we could get that to market and after a couple of years in struggling to do just that we realized that we really needed a platform in which we could introduce the technology to market. That would include the "brick & mortar" items like distribution, marketing, and sales; those things that we did not have because we were pre-revenue. In 2008, following up on that need, we acquired an electronic distribution company CUI Inc. which was based

out of Tualatin, Oregon, in the Portland Metropolitan area. Over the last three years, we transformed that company to become really, what we wanted, a platform technology company designed to introduce any number of high-end technologies into the market place. These are technologies that are market ready and primarily "sea-change" items that can really affect the relevant industry quite dramatically. In sum, we have taken what was a pre-revenue company when I took over, never having made a dollar, in essence, and transformed that into a technology platform company. In 2008, we made \$19 million in gross revenues and in 2009; we made \$28 million in gross revenues. Last year we reported \$41 million in gross revenues, became profitable, and this year we expect to do more than \$50 million in gross revenues. My vision is that this is a company that over the next five or ten years can become a \$300 or \$400 million dollar a year enterprise that really specializes in delivering market-ready technologies into various industries.

CEOCFO: Give me an example of what you are providing; what are the technology and the overall theme?

Mr. Clough: The overall theme for CUI Global is electronics. Any type of electronics item we can deliver. We provide a full suite of electronic services including; contract manufacturing; basic R&D; distribution; marketing; sales; branding; customer service and follow-up engineering support. We provide a full service platform company, if you have a technology that is market ready.

What we do is to target technologies that are market ready. One good example of that is our GasPT2 Metering Device for the Natural Gas Industry. That is a technology that for a natural gas company, a pipeline operator, a gas distributor and/or a manufacturer of natural gas, it provides them with real time monitoring of the gas quality in the pipeline, which is data that is simply not available with current tech-

nology. Literally, the technology that is currently available takes twenty to forty minutes to analyze the gas. Our technology, on the other hand, will allow those pipeline operators to acquire that quality information in two-second increments. That technology, which is revolutionary, was acquired by CUI from a large energy-consulting firm that actually invented it. It is fully protected by more than 80 patents and we have a worldwide, exclusive licensing agreement. We have now branded the natural gas technology under the name Vergence, and are taking it to market. We started in Europe. The GasPT2 has been deployed in Italy, Spain, Netherlands, and U.K., and we are about to move into the United States. We are mar-

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keting the product with our engineering support, our manufacturing support, our marketing and branding and our sales force -- a sales force that is comprised of manufacturing representatives that give us access to worldwide markets. That is what we do -- We take a market-ready technology and deliver it to market.

CEOCFO: Why Europe first for this particular product?

Mr. Clough: We went to Europe first because our GasPT2 technology was designed and invented by a German company, GL Industrial Services, and they have a huge reputation worldwide, but are most particularly known in Europe. The most valuable use for this device is fiscal monitoring, in other words, billing. In Europe, when you are certified in Italy, Spain, the

U.K. or anywhere else in Europe, you have a European Union Certification so you can sell it in essence anywhere in Europe as a fiscal monitoring device. In the U.S., you have fifty states and fifty PUC's (Public Utility Commissions), who have to individually certify the device for fiscal monitoring. It is a much more laborious process that you have to go through and is much easier to do if the device has already been certified in Europe, because you have the prior certification. Therefore, we felt we would attack the European market first because certification is easier and more broadly accepted, and then move to the United States.

CEOCFO: How do you find new technologies that you take on?

Mr. Clough: There are a variety of ways that we do that. We have three technologies that are we are just launching; the GasPT2 that we have been discussing; another technology called BPS-5, which is a power supply topology technology, that we brand as our Solus Product Line; and a digital power technology branded under our Novum Product Line. These are all good examples. We came to acquire the gas product through a relationship with a small company in a

neighboring city that by pure chance ended up becoming a bidder for this exciting technology, because they had a European affiliate. They could not handle the technology, so they realized they needed somebody to help them. They came to us because they knew we were experts in efficiently and profitably taking new technology to market. We acquired the Solus, the BPS-5, from a San Diego company, California Power Research ("CPR"), after they had heard about our efforts in the digital power space. CPR believed that we were very responsive, very quick to get to market in a very efficient manner. In the digital power market, we have developed a relationship with Power-One and Powervation, both large players in the digital power market. The way we developed that relationship was to recognize an

opportunity for us to take digital power and make it modular for smaller companies - the second and third tier telecommunications companies. We felt we could produce and market a digital module solution that those smaller companies could use, and so we approached Power-One and Powervation and we established a licensing agreement with them.

Therefore, to answer your question, the way we identify and acquire new technologies depends; if we see technology that we think is synergistic that fits with our model, we go after it. On the other hand, we are approached, not on a daily basis, but certainly once or twice a week we are approached by people with technology just because of our reputation and our successes at bringing new, market-ready technologies to a variety of industries. We look at all of those opportunities as potential acquisitions.

CEO CFO: Does CUI Global look for a particular variety in customers or industries, or is it opportunistic?

Mr. Clough: Here is the big advantage that CUI brings to the table. We have in our current product line, probably 2200 different sku's, so we provide 2200 different line items to a customer base that exceeds now several million Design Engineers. Therefore, we have Design Engineers, which are our target consumers as opposed to "end-users," whom we do not target. What we do is target design engineers, people who are building products that then go into the stream of commerce. We have a very vibrant website, which has been in existence for several years. It is a CUI website, and we have worked on getting that even more high tech. What we have done is taken all those 2200 sku's for example, and built them into a Solid Works program, so a design engineer can go to our website, and they can literally pull one of our components off that website without building it into their software. They can then plug that component into their Solid Works drawing, so that it automatically fits into their Solid Works design. In addition, at that point they can get on the phone, call our engineer and support staff and can actually customize that component. We

can redesign it, we can make that component unique and individual to them and then if they like it and it works, which obviously it will if we do it properly, we can then build it and deliver it. There is really nobody right now in the electronics component industry who is doing all of that for their customers. We have this incredible base of design engineers who already come to us for components, and power supplies. In addition, we are using the same marketing principles for these new technologies. We are taking that reputation, taking that website, taking those relationships and leveraging them to introduce, market, and sell these new technologies.

CEO CFO: Do you maintain an inventory?

Mr. Clough: Most of our product is built to ship. Much of that inventory never hits our warehouse. It is built by contract manufacturers and it drops from that manufacturer directly to the customer. They do not know it is not coming directly from us, but the fact is it never touches our warehouses. We pride ourselves on literally having a very low overhead as far as inventory is concerned and we turn the inventory we have eight to nine times a year, so we are turning our inventory very quickly. What was so attractive about the CUI acquisition was that they were a very efficient distribution sales house when we bought them. They were small, but had a great operation with great people and they had been built by the founder to go to \$100 million in revenue without a great deal of additional infrastructure. The facility is state-of-the-art outside of Portland. It is a 65,000 square ft. building and we are probably using about 70% of it. Therefore, we have room to grow and infrastructure to grow. We are poised at this point to drive our revenues to \$100 million or more annually and this is the exciting part about the business now. For two years, I managed a company that was making no money. We were going out and soliciting investments to commercialize this technology, and now over the last three years (and now going on four years), we have taken that company and transformed it into a company

that produces revenue, produces profit, produces cash flow -- we really changed the entire business model.

CEO CFO: What is happening in Japan as CUI has some major offers there?

Mr. Clough: We do have some facilities in Japan. In fact, in 2009, we bought 40% of a company and 100% of another company called COMEX International and we re-branded it as CUI Japan. We did that because we felt that we could sell into the Japanese market, but unfortunately, Japan only buys from Japanese companies, so for us to penetrate the market we needed to have a presence in Japan. We were very fortunate in that we did not suffer any losses, either from personnel or from facilities, during the recent calamity over there. We are facing what everybody in Japan is facing right now, such as brown outs and transportation issues. However, Japan is less than 10% of our business. We believe we will have a certain decline in the business, but not as much as you might expect because things are coming back quickly. Much of what we do is exported out and the demand is still quite high, but we have continuously planned, as we move forward, to see what happens. At this point, we are obviously very thankful that we did not suffer any personnel losses or damage to our facilities, and we are waiting to see what happens, just like the rest of the world.

CEO CFO: CUI Global has had good earnings out; how do you continue?

Mr. Clough: Our earnings have gone up about 35% year-over-year for the last three years; from 19 million in 2008 to 28 million, almost 29 million in 2009, to just below 41 million in 2010. We are driving new technology and we went out and revitalized and verticalized the sales organization. We went out and retained nine different manufacturing rep organizations and in so doing, we went from having ten in-house sales people to having eighty-eight outside sales people; fifty-five of which have electrical engineer degrees. Those rep groups cover all of North America from Canada down into Mexico and throughout Europe. We have two manufacture

rep groups solely focused on Europe. These men and women are independent contractors, so they do not effect our SG&A, but get paid by us only when they sell -- they get paid solely on a commission basis. What we have now is an incredibly vibrant outside sales organization that has every incentive to sell our product.

That sales organization and the new technologies we have discussed, among other things, is why I am confident we are going to continue our growth cycle. The growth itself is one indication of that. Obviously, growing 35% year-over-year is nice, but here is what is more impressive, last year our new sales orders grew at a 60% plus growth rate. Fourth quarter they were up 65% quarter-over-quarter and year-to-year they were up 62%. What that tells me is that we have orders in the pipeline that are growing at a better than 60% rate. In other words, it tells me that we actually have the orders that are being made at that kind of growth rate, so we are assured of that future business. We are continuing to grow at an incredible rate and that is due to a number of different things. It is the sales organization, obviously, that is one. The other is, we are coming out of an incredibly deep recession in 2009, and remember we provide components. Therefore, we are at the leading edge of the big company trend, when companies like, HP, Intel and others start to build inventory. To build that inventory those large companies have to come to people like us to get the necessary

components. That includes the power supplies, the connectors, the buzzers, the wire assemblies and other things that go into building those products. We are at the first and front wave of that inventory-rebuilding coming out of this recession. Therefore, because of that and because of the overlay of these new products, I believe that we will continue to grow at a substantial rate year over year.

CEOCFO: In closing, why should investors pay attention to CUI Global, and what might not be evident to people that they should understand?

Mr. Clough: At this point, our stock is trading at about .20 cents, so we have about a \$47 million market cap or a market cap equal to our annual revenues. That means that we are currently an incredible value play. Moreover, since we are growing at a better than 35% year over year growth rate, it is a great growth play as well. What has happened is that because we are an OTC, and people tend to miss those kinds of companies, we get lost in the "white noise" of all the companies that sit on that OTC. What your investors need to know is in the last three years we have reduced debt, turning the company into a profitable operation and acquiring new, market-ready technologies. The next two years are going to be spent on one thing only and that is driving shareholder value. The bottom line is we are going to take the initiative to dramatically increase shareholder value. We owe that to our shareholders, we

owe it to investors. What your investors should understand is that this is a company poised for some incredible growth in the next couple of years. Couple that growth with a possible move to a national exchange, I believe this stock will be very valuable as we move forward. While no one can guarantee stock price, I can guarantee the continued efficiency of the business and the efficiency of the model. Realize that all of the growth that we have seen so far, all the profitability, all of the payment of debt, the discharge of debt, the restructure of the balance sheet, all of that has occurred without any income from our new technologies. All of this has come from our current business. We have seen no revenue yet from GasPT2; it just went into the market. We have seen no revenue from Solus yet, it is going into the market next month. In addition, we have seen very little revenue from Digital Power yet, because it is just in the infancy stages of being adopted. All of these technologies are multi-billion dollar opportunities. They are truly huge markets of which we think we can grab a substantial share. If you look at all of that and look at where we are today, the opportunity becomes apparent. People tend to miss that because we are listed on the OTC where there are a whole lot of companies with a whole lot of different stories.

C U I G L O B A L

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