

News Release

Technitrol Announces Name Change to Pulse Electronics Corporation

*Company to Change Ticker Symbol to "PULS" as of November 15, 2010
Company Poised to Advance its Position as Pure-Play Electronic Components Business*

PHILADELPHIA, Nov 08, 2010 (BUSINESS WIRE) --

Technitrol (NYSE:TNL) announced today it has changed its name to Pulse Electronics Corporation. In connection with the name change, the Company will change the ticker symbol for its common stock listed on the New York Stock Exchange to "PULS" from "TNL" and has changed its web site URL to www.pulseelectronics.com. The Company's stock will begin trading under the new name and new ticker symbol at the start of trading on Monday, November 15, 2010. In the interim, the Company will continue to trade under the "TNL" ticker.

"Pulse Electronics Corporation reflects our focus as a pure-play electronic components provider," said Interim Chief Executive Officer Drew Moyer. "Our new name unites our corporate and operational identities and is reinforced by the actions we are taking to integrate the holding company and our operations into a single company. Pulse Electronics is the electronic components partner that helps customers build the next great product by providing the needed technical solutions.

"We are simplifying our organizational and business structure to leverage our demonstrated design engineering and high-volume manufacturing expertise. We will capitalize on the strong growth opportunities in the network, wireless and power markets we serve. As the world continues to demand more robust networks, enhanced Internet capabilities, broader wireless connectivity and more efficient power usage, we stand ready to serve our customers and create value for our shareholders as one, unified electronic components leader--Pulse Electronics Corporation."

The Company also launched a new web site available at www.pulseelectronics.com and introduced a new logo. The new web site will further integrate the corporate and operating companies, as well as provide a single presence to customers, shareholders and other key stakeholders. The new logo builds on the strong brand awareness of the previous Pulse Engineering logo, while modernizing the image and providing a clean, go-forward identity.

As previously communicated, the Company will release financial results for its third quarter today after the market close and conduct a conference call at 5 p.m. Eastern. The conference call will be available via telephone and the Internet. The dial-in number is 412-858-4600. A link to the earnings press release, the Internet web cast and slide presentation will be available on www.pulseelectronics.com.

Both Technitrol and Pulse Engineering have a long history as suppliers to leading electronics companies. Technitrol was founded in 1947 and held the first patent for a magnetic drive. Pulse Engineering was founded in 1956 and has a proud tradition in magnetics and other electronic components. Technitrol acquired Pulse Engineering in 1995 and subsequently operated Pulse as a business unit.

About Pulse Electronics Corporation

Pulse Electronics is the electronic components partner that helps customers build the next great product by providing the needed technical solutions. Pulse has a long operating history of innovation in magnetics, antennas and connectors, as well as the ability to ramp quickly into high-quality, high-volume production. The Company serves manufacturers in the wireless and wireline communications, power management, military/aerospace and automotive industries. Previously, the holding and operating companies were known as Technitrol, Inc. and Pulse Engineering, Inc., respectively. For more information, visit the Company's web site at www.pulseelectronics.com.

This release contains statements that are "forward-looking" within the meaning of the Private Securities Litigation Reform Act of 1995 and involve a number of risks and uncertainties. Actual results may differ materially due to the risk factors listed from time to time in the Company's SEC reports including, but not limited to, those discussed in the Company's Form 10-Q for the quarter ended June 25, 2010 in Item 1a under the caption "Factors That May Affect Our Future Results (Cautionary Statements for Purposes of the "Safe Harbor" Provisions of the Private Securities Litigation Reform Act of 1995)." All such risk factors are incorporated into this report by reference as though set forth in full. This report should be read in conjunction with Item 1a of the Form 10-Q report.

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Technitrol Inc.
Jim Jacobson, 215-942-8428
Director of Investor Relations