

# PRESS RELEASE

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## **PerSen Technologies seeks to improve Road Safety with CUE™**

**Winnipeg, Manitoba, April 7, 2004** – PerSen Technologies Inc. (PerSen Tech) announced today that it is developing a product called CUE™. The announcement coincides with the launch of today's World Health Day 2004, the theme of which is "Road Safety". PerSen Tech's product serves to promote road safety by alerting drivers of vehicles to pay greater attention to their speed within a municipality and to the state of traffic signals and community safe zones that they are approaching in their vehicles. Such notification can enhance road safety by reducing the risk of accidents resulting from inattentive or aggressive driving including red light running and speeding.

Road safety is a key public health issue in our society given that unintentional injuries resulting from road traffic accidents is the number one cause of death in the 1 to 34 age group. Such accidents occur each day with as many as 140,000 people injured on the world's roads. More than 3,000 die and 15,000 are disabled for life (WHO-2001).

Frank Franczyk, PerSen Tech's President, indicated that "the company's mission is to develop technologies and intellectual properties for integration in products and solutions used to improve human security and community safety. The 'CUE™' is the first of many products that we hope to develop to achieve our mission." The product is slated for release into the local marketplace in the fall.

For more information about PerSen Technologies and the World Health Organization's statistics on road safety:

PerSen Technologies: [www.persentech.com](http://www.persentech.com)  
<mailto:info@persentech.com>

World Health Organization's World Health Day: [www.who.int/world-health-day/2004/en](http://www.who.int/world-health-day/2004/en)