

## PRESS RELEASE

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### PERSENTECH announces that Otto- Driving Companion™ is now available in Alberta

#### A portable road safety device using GPS technology

Calgary / Edmonton, November 30th, 2005 – Persen Technologies Inc. (PERSENTECH) announced today that it has added Edmonton, Calgary and Red Deer to its list of major municipalities where its marquee road safety product, Otto- Driving Companion™, will operate. Starting with Winnipeg in July, Otto™ has now been introduced into 5 Canadian municipalities this year - Winnipeg, Ottawa, Edmonton, Calgary and Red Deer. In 2006, PERSENTECH plans to continue its geographic roll-out across Canada and then into the United States.

Otto™ is a portable road safety device using GPS technology to provide the user with information about their driving environment. Otto™ comes pre-loaded with a highly accurate and detailed digital representation of municipal road segments, and municipality-specific speed and location attributes. Otto™ tells the user the speed limit on any road segment within the municipal coverage area and alerts the user if the speed limit is being exceeded. Otto™ also alerts the driver to the driving environment using a set of voice and sound prompts and visual alerts as the driver approaches potentially hazardous intersections, School Zones, Red Light Camera enforced intersections, Pedestrian Crosswalks and Deer Crossings. Otto- driving companion™ reinforces driving focus and provides drivers with numerous benefits including:

- Greater personal and community safety
- Financial savings from avoiding Red Light Camera fines
- Savings in potential driver and vehicle insurance premium penalties
- The avoidance of increasing fees resulting from speeding and collisions
- Greater peace of mind through an increased awareness of the driving environment

Otto™ is easy to use – you just place it on your dash, turn it on, and drive. Otto’s intelligence will assist you when you drive about your municipality. You can personalize the voice and sound prompts and warning lights by connecting the device to your computer and browsing to the Otto™ website. Map information updates can be obtained in the same manner.

Otto can be purchased at a number of local retailers or on-line by browsing to the product’s website at [www.myottomate.com](http://www.myottomate.com), or by contacting PERSENTECH directly.

- 33

*PERSENTECH is a leading innovator of personal sensor devices and solutions for location based services. We help people by providing knowledge about the world around them. With more information available, you have greater peace of mind.*

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