

PRESS RELEASE

PERSENTECH announces that Otto- driving companion™ is now available in Ottawa

A portable road safety device using GPS technology

Ottawa Ontario, November 17th, 2005 – Persen Technologies Inc. (PERSENTECH) announced today that it has added Ottawa to its list of major municipalities where its marquee road safety product, Otto- driving companion™, will operate. Two additional municipalities will be added shortly further extending its geographic market base.

Otto™ is a device designed to promote safe driving by completing existing roadway signage. Otto™ provides a driver of a vehicle with immediate feedback of their driving behaviour on every road within a municipality, principally real-time speeding notification. Otto™ also alerts the driver to the driving environment using voice prompt and visual alerts on approach to 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 an opportunity to drive with extra care, and to potentially save money from speeding fines, crashes, increased insurance premiums, and increased license fees.

The device 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 prompts or sounds by connecting the device to your computer and browsing to the Otto™ website. Map information updates can be obtained in the same manner and now Otto users can drive about in the additional municipalities by downloading the desired coverage map.

Otto can be purchased at a number of local retailers, on-line by browsing to the product's website at www.myottomate.com, or by contacting PERSENTECH directly.

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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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