

## PRESS RELEASE

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### PERSENTECH awarded patent for “Vehicle Warning System”

#### For immediate release

Winnipeg, Manitoba, April 22<sup>nd</sup>, 2008 – Persen Technologies Inc. (PERSENTECH) announced today that the U.S. Patent and Trademark Office (USPTO) has issued patent number 7,362,239, titled, "Vehicle Warning System."

The patent relates to a vehicle warning system that responds to the speed and position of a vehicle as determined by Global Positioning System (GPS) or other location based system information to alert a vehicle operator of potentially unsafe conditions when either exceeding the speed limit on a given road segment, or when approaching coordinates of a designated location alert point. The system includes a remote server having a segmented database to provide updates and personalization functionality.

This is PERSENTECH's first issued patent and augments the company's brand development of the Otto® devices and software applications including Otto-Driving Companion®, OttoLog®, OttoLink™ and OttoView™.

#### About PERSENTECH:

PERSENTECH is an innovator of Global Positioning System (GPS) and engine diagnostic technologies and solutions for Location Based Services (LBS) in the automotive OEM consumer and commercial markets. PERSENTECH's first product, Otto-Driving Companion® (Ottomate) was specifically targeted at the Canadian motorist and was released into the consumer electronics marketplace in July of 2005. The device utilizes the GPS to record trip data (OttoLog™) while providing the user with real-time notification of their driving behaviour and driving environment. PERSENTECH's follow-on products include OttoLink™ and OttoView™, a vehicle performance monitoring system that captures engine telemetry data available from a vehicle's On-Board Diagnostics (OBD) console interface. The OttoLink™ device records the performance of a vehicle's gasoline engine parameters and driving behaviour, while OttoView™ provides a driver with visual feedback relating to their driving efficiency and equivalent CO2 emissions.

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