

PRESS RELEASE

PERSENTECH recognized as Technology Innovator by NRC-IRAP and the CME

For immediate release

Winnipeg, Manitoba, November 6th, 2008 – The Canadian Manufacturer’s & Exporters (CME) and the National Research Council of Canada (NRC-IRAP) recognized PERSENTECH’s innovation activities in the design and development of the Otto-driving companion® system. PERSENTECH was presented with an award at the CME Annual Deputy Ministers’ Dinner on November 6th, 2008 at the Fort Garry Hotel.

Ron Koslowsky, Vice President of the CME Manitoba Division, stated “Persen Technologies Inc. joins an elite group of companies that have provided an outstanding contribution to the growth of new manufacturing technologies in this province.” PERSENTECH’s technology innovation was also noted in the November/December 2008 issue of the CME national magazine 20/20.

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2008 Regional Awards for New Technology

2008 innovation

Canadian Manufacturers & Exporters / Manufacturiers et Exportateurs du Canada

www.cme-mec.ca

Congratulations to the winners and finalists

BC/Yukon Region
 Winner: Green Steam Inc. - Victoria, BC
 Finalists: Clevest Solutions Inc. - Richmond, BC; Gemcom Software International Inc. - Vancouver, BC

West Canada Region
 Winner: Hemisphere GPS Inc. - Calgary, AB
 Finalists: Brandt Engineered Products Ltd. - Regina, SK; Persen Technologies Inc. - Winnipeg, MB

Ontario Region
 Winner: International Datacasting Corporation - Kanata, ON
 Finalists: Alcohol Countermeasure Systems Corp. - Toronto, ON; Southmedic Inc. - Barrie, ON

Quebec Region
 Winner: PyroPhotonics Lasers Inc. - Dollard-des-Ormeaux, QC
 Finalists: Avera - Montreal, QC; WECO Electrical Connectors Inc.® - Baie d’Urfe, QC

Atlantic/Nunavut Region
 Winner: Enerscan Engineering Inc. - Halifax, NS
 Finalists: Arichat Pounds Limited - Halifax, NS; Marport Canada Inc. - St. John’s, NL

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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