

*****MEDIA RELEASE*****

Calgary Tech Corp Wins Export Award of Distinction

XSENSOR Technology Corporation awarded the Alberta Chamber of Commerce Export Award of Distinction for 2007 sponsored by Western Economic Diversification

Edmonton, AB – Calgary-based pressure imaging solutions developer XSENSOR Technology Corporation was presented with the Western Economic Diversification *Canada's Export Award of Distinction* on Wednesday, February 21st at the 16th annual *Alberta Business Awards of Distinction* gala, held at the Shaw Conference Centre in Edmonton.

The Western Economic Diversification *Canada's Export Award of Distinction* is given to an organization that has demonstrated outstanding achievement in exporting products or services outside of Canada's borders. XSENSOR exports to over 40 countries and 95 per cent of its total sales are derived from international customers.

"We are honoured to be recognized as Alberta's export company of the year," says Aaron Chronik, Executive VP & CFO of XSENSOR. "At XSENSOR, we have a sense of pride in the hard work that we put into building and maintaining rewarding relationships with our international customers. As an export-oriented business, we feel that this is one of our greatest strengths." Being a successful export business requires XSENSOR to focus its time on travel, developing a unique product that transports well, and providing product information in various languages.

In 2005, Alberta exported nearly \$86 billion (goods and services) to over 180 countries. International exports account for nearly 40 per cent of Alberta's GDP. From 1995 to 2005, exports increased by 182 per cent.

In 2006, XSENSOR Technology Corporation was awarded the *RBC Small Business of the Year Award* by the Calgary Chamber of Commerce. In 2005, it received the *ASTech* (Alberta Science & Technology) *Industrial Research Prize* and was selected as one of 20 Cool Companies in Western Canada.

XSENSOR Technology Corporation Background:

XSENSOR Technology Corporation designs, manufactures and sells advanced pressure imaging systems for use in medical, industrial, and point-of-sale environments.

- **Medical** - XSENSOR pressure imaging systems are used by clinicians and rehab specialists to assess and monitor pressure distribution, cushioning, and pressure bandages; to prevent pressure wounds; and as an interactive visual training and research tool. Clients include the Mayo Clinic, Walter Reed Hospital, and the Calgary Health Region.
- **Point-of-sale** - XSENSOR pressure imaging systems are used by mattress and office furniture sales representatives as a sales tool to educate customers, increase closing rates, and enhance the overall customer buying experience. Clients include Select Comfort, Sealy, Kingsdown, and IntelliBed.
- **Industrial** - XSENSOR pressure imaging systems are used by designers and test engineers throughout the product design, testing, and process control cycle to measure pressure-related issues. Clients include NASA, BMW, GM, Honda and Lear Corporation.

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