

\*\*\*MEDIA RELEASE\*\*\*

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## Calgary Tech Corp Wins Export Award of Distinction

***XSENSOR Technology Corporation is proud recipient of the 2009 Alberta Export Awards in the Advancing Technologies category.***

**Calgary, AB** – Calgary-based pressure imaging solutions developer XSENSOR Technology Corporation was presented with the *Alberta Export Awards in the Advancing Technologies category* on Thursday, March 25 at annual *Alberta Business Awards of Distinction* gala. The gala was presented by the Alberta division of Canadian Manufacturers & Exporters, and held at the Shaw Conference Centre in Edmonton.

The Award 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 for the second time as Alberta's export company of the year," says Bruce Malkinson, XSENSOR's Chief Operations Officer. "At XSENSOR, we strive to design, manufacture, and sell the most advanced pressure imaging systems for use in patient safety, sleep and automotive testing environments. We have a tremendous sense of pride in the solutions we offer, and in the relationships we build with our clients worldwide." Being a successful export business requires XSENSOR to focus its time on recognizing cultural differences and needs, developing a unique product that transports well, and providing relevant product information in various languages.

In 2007, XSENSOR received the *Alberta Export Awards*. In 2006, the company 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:**

Established in 1995, XSENSOR Technology Corporation is an internationally-recognized leader in the field of pressure imaging, and is used in over 40 countries in three market segments:

- **Patient Safety** – Used by clinicians and rehab specialists to help manage and prevent pressure wounds. Dynamic interface pressure imaging systems provide objective measurements to assist in understanding patient positioning, support surfaces, and various adjustments can impact a patient's circulation, recovery, and well-being. Clients include the Mayo Clinic, Walter Reed Hospital, and the Calgary Health Region.
- **Sleep** – Used by mattress retailers and manufacturers, XSENSOR's full-body pressure imaging systems are valuable sales tools for demonstrating pressure relief and comfort to consumers. Mattress sales representatives use XSENSOR systems to enhance the overall purchasing experience by assisting consumers in comparing multiple mattresses and selecting the one that best fits their body type and sleeping preferences. Clients include Sealy, Select Comfort, Mattress Firm, and IntelliBed.
- **Automotive Testing** – Used for automotive seat testing and tire tread analysis. Product designers and test engineers use pressure imaging throughout the product design, testing and process control cycle to measure pressure-related issues to understand and improve product performance. Clients include NASA, BMW, GM, Honda and Lear Corporation.

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