

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

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## **XSENSOR Stays Cool under Pressure**

***XSENSOR Technology Corp., developers of pressure imaging systems, awarded Cool Company 2006 distinction.***

**Calgary, AB** – Calgary's XSENSOR Technology Corporation is one of only 20 organizations to win the prestigious 2006 Cool Company Award, XSENSOR will receive a full corporate profile to appear in the next edition of Cool Companies, a guide to Calgary's, Edmonton's, and Vancouver's most innovative businesses. To be a Cool Company, a business must operate in Alberta or British Columbia and have an array of differentiating characteristics, including a remarkable product, service, or technology; innovative leadership; and strong financial performance.

"Cool Companies awards many of Canada's leading companies for innovation and work well done," says Aaron Chronik, COO & CFO of XSENSOR. "So to be included in what is becoming the exclusive catalogue of leading western Canada-based businesses is just great recognition of all the work that we're continuing to do in the field of high technology."

In 2005, XSENSOR was also recognized with the ASTech Industrial Research Prize. The company is currently a finalist for an Alberta Business Award of Distinction as well as the Premier's Award of Distinction.

Cool Companies ([www.coolcompanies.ca](http://www.coolcompanies.ca)) 2006, which includes XSENSOR's profile, will be available in early February.

### **XSENSOR TECHNOLOGY CORPORATION BACKGROUND:**

XSENSOR Technology Corporation designs, manufactures, and sells advanced pressure imaging systems for use in medical, industrial, and POS environments. XSENSOR Technology Corporation is a market leader in providing pressure imaging systems to three key market segments:

- **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.
- **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.
- **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.

### **CONTACT INFORMATION:**

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