



Norscan Instruments signs True North Technology Inc.

Expanding Sales Force to Service Eastern Canada

WINNIPEG, MB (May 1, 2009) – Winnipeg-based Norscan Instruments Ltd. announced today the signing of a new agent True North Technology Inc., a Canadian firm providing sales and marketing services to the communication industry since 1987. Headquartered in Mississauga, Ontario, True North specializes in both industrial and service provider markets, with experience in value add solutions and technical expertise for applications including fibre optic outside plant networks. The addition of True North is a part of Norscan's increasing focus on eastern Canada and part of increasing True North's vertical offering to telecommunication and broadband service providers.

"With a new global focus on fibre optic network expansion our biggest challenge is ensuring the network architects and decision makers have a complete toolset to choose from as they consider network performance, longevity and ongoing maintenance", says Norscan Sales Manager Patrick Miner. "True North's broad reach in the east and technical expertise of the outside plant are a great match for Norscan's solutions. Solutions which have proven returns as simply as in year payback for an entire Norscan installation with saving on labour alone."

Norscan Adds Value to True North Customers

True North has a long history of providing the right solutions for the job, including the technical expertise to achieve project schedule and performance targets. "Norscan's optical fibre protection, monitoring, and locating technology will add a much needed component to our customer's networks." Say True North's President Norm Baldoni. "For years there's been no way of knowing if factors like water or ground shifting affect optical fibre cable, now we know there is."

norscan

About Norscan

Norscan Instruments Ltd. has been a leader of sheath protection and monitoring equipment for over twenty-nine years. The company was founded in 1980 as a pioneer in the development of advanced cable monitoring systems. Norscan has developed and patented several monitoring, fault locating, and Intrusion Detection Systems which have been endorsed by the US military for securing communications.

Find out more about Norscan at www.norscan.com.

About True North Technology

True North Technology Inc., has been providing sales and marketing services for manufacturers of data communication products since 1987. We have specialized in physical layer data communications products: copper communication cables and connectivity, fiber optic cables and connectivity, wireless RF, RFID and Free Space Optics and accessories. We focus on both the industrial markets and service provider markets. We have experience in developing new markets and have done so with fiber optics cable and connectivity which we began to sell in 1989 and wireless LAN products which we sold from 1998 to 2003. We have taken existing markets and increased market share. We do what needs to be done to be successful and we always re-invest in the company to ensure the best possible results.

To learn more, view the True North Technology website at www.truenorthtech.com.

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