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NEWS RELEASE

WWW.ESIPCB.COM

ESI announces B2B website for purchase of electronics solutions for OEM applications

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Mississauga, Ontario, Canada: Embedded Sense, Inc. announced the near-term availability of a new B2B web site which will serve as an information and e-commerce vehicle for individuals or companies to purchase low volume quantities of Embedded Sense OEM offerings. The web site, located at "WWW.ESIPCB.COM" will be fully operation by the end of this month.

According to C. A. (Chris) Omiecinski, head of Business Development for Embedded Sense, "Embedded Electronics provides a direct path for OEM's to procure and evaluate our innovative products and takes Embedded Sense a step closer to our goal of leveraging our proven products to reduce development risk, shorten development cycles and accelerate time to market for our customers."

After exhaustive evaluation of on-line transaction methods, Embedded Sense selected PayPal as the transaction merchant of choice due to PayPal's undisputed class leading security and privacy policies. Mr. Omiecinski states "Our relationship with our customers is highly valued, and it is important to us to guarantee the privacy of their information. In our analysis, it was apparent that using the substantial resources of PayPal would be a much better solution than one we could implement."

Embedded Sense plans to immediately offer the dsCORE and dsEDGE line of single board embedded solutions. As well, interface and sensing solutions, selected from companies' work done in Technology Partnering will also be added in the future.

Embedded Sense, Inc. (ESI) is a premier technology partner specializing in leveraging embedded processing, interface, sensing and wireless expertise into product solutions for global customers in the military, industrial/commercial and medical markets. ESI also provides selected technologies which are targeted as product building blocks for the OEM market through a subsidiary B2B website located at WWW.ESIPCB.COM.

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