

***For Immediate Release
June 4, 2007***

Contech Electronics Named VIATeC Newsmaker of the Year

Victoria, Canada (June 4, 2007) The Vancouver Island Advanced Technology Centre (VIATeC) has named Contech Electronics “VIATeC Newsmaker of the Year.”

Established in 1987, Contech is a designer and provider of animal care and control technology for the pet and garden industries. Contech is well known in both the pet and garden markets for innovative products such as the ScatMat® pet training mat, and the ScareCrow® motion-activated sprinkler.

According to Dan Gunn, executive director of VIATeC, the award recognizes a company that “has grabbed significant space on the attention landscape during the past year.” Gunn said that despite the company’s size, Contech “really stands out” for the amount of media attention they’ve garnered in the last year when compared to much larger companies.

With articles that included local, national and international coverage, Contech products caught the attention of many media outlets throughout the year. Unique new uses of Contech products featured prominently in the coverage. Boats in Newport Beach, California were saved from an onslaught of sea lions. Gardeners in the UK found a solution to invading urban foxes and a USDA study found that the ScareCrow motion-activated sprinkler was an effective tool for keeping vultures off roofs in Florida.

In the past year, Contech has moved from working with an outside public relations firm to an in-house team, a strategy that, according to Mark Grambart, Contech’s President and CEO, has been very successful. “It’s unusual to find a company our size with a dedicated, in-house public relations team, but it’s a strategy that has really worked for us.” Added Grambart, “We have great products with great stories. As our

team has deep product knowledge, we respond with the timely, relevant information that the media seeks.”

For more information on the 2006 VIATeC Technology Awards, visit www.viatec.ca.

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About Contech Electronics *Established in 1987, Contech Electronics is a designer and provider of advanced animal training, control and wellness products for pet owners and gardeners all over the world. Safe and effective solutions such as the ScatMat pet training mat and the ScareCrow outdoor animal deterrent have made Contech a favourite among pet owners and gardeners alike, and continue to reinforce the company's reputation as a leading innovator. Contech products are available online at www.contech-inc.com, through pet and garden stores, and from national retailers such as Lee Valley Tools and Home Hardware. For more information, visit www.contech-inc.com.*

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