

***For Immediate Release
October 25, 2006***

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Water-spraying ScareCrow Display Wins Industry Design Award

VICTORIA, BC (October 25, 2006) An animated retail display that targets potential customers with a surprising spray of water received top honors in its category when it won the 2006 Point-of-Purchase award, presented by the Society of Plastics Engineers. The ScareCrow point-of-purchase (POP) display was designed to showcase the ScareCrow® automatic animal deterrent — a motion-activated sprinkler that protects gardens from animal intruders with a harmless but startling combination of water, movement and sound.

To help demonstrate the outdoor ScareCrow product in a retail environment, ScareCrow manufacturer Contech Electronics worked with CSL Plastics, a Vancouver-based plastic thermoforming company, to design and produce an attractive and effective point-of-purchase display. The award-winning design features an operational ScareCrow motion-activated sprinkler, safely encased within a clear water-tight shield. (A standard garden hose carries water to and from the display.) When approached, the ScareCrow responds with a sudden, sweeping spray of water against the inside of the shield.

The award was presented to CSL Plastics at the Society of Plastics Engineers 2006 Thermoforming Conference in Nashville, Tennessee. According to CSL Plastics president Larrie Novak, the award acknowledges the POP's creative and innovative design — a twin-sheet thermoformed plastic shell that showcases the fully operational ScareCrow in an attractive one-piece water-tight display case. "The ScareCrow is sold

through all types of garden retailers, so we needed a versatile, affordable design that would work well in any outdoor retail environment,” explained Novak. “While we wanted the display to be attractive and attention-getting, we needed it to be durable, reliable and of course water-tight. Based on the positive responses we’ve received, it looks like we’ve found the right balance.”

Contech CEO Mark Grambart agreed. “The new ScareCrow POP looks great, and gets an instant response,” said Grambart. “Customers like it because they can try the product right in the store, and retailers like it because it demonstrates just how well the ScareCrow works.”

Widely used and trusted by gardeners around the world, the Contech ScareCrow uses an infrared motion sensor to protect plants, flowerbeds and fish ponds from hungry and destructive animal intruders, including deer, raccoons, heron, and more.

The operational ScareCrow POP display is available now from Contech Electronics — for more information, visit <http://www.contech-inc.com/dealers/adsmerchandising/purchase/>. For more on CSL Plastics, visit www.csplastics.com.

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About CSL Plastics

Now celebrating its 25th year in innovative manufacturing and design, CSL Plastics Inc is a privately held plastic vacuum thermoforming company that designs, develops and produces proprietary and custom plastic products in Langley, British Columbia. For more information, visit www.csplastics.com or contact info@csplastics.com

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 around the world. Safe and effective solutions such as the ScatMat® pet training mat and the ScareCrow® motion-activated sprinkler have made Contech a favorite among pet owners and gardeners alike, and continue to reinforce the company’s reputation as a leading innovator. For more information, visit www.contech-inc.com