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For immediate release:

PR 6: DAE Systems Announces a New Identity for Ripley – TriNertia, a New Name, New Look, and Expanded Product and Service Offering

Santa Ana CA – DAE Systems announced today that it is greatly expanding its investment in the Ripley brand industrial blowers business. As a result of this investment the business will both broaden and deepen its product offering. Ripley will form its own division and the name will be changed to TriNertia. The TriNertia name reflects the fact that the business will now be web service based and will offer three kinds of inertia components. This is epitomized by the new TriNertia slogan “More than motors, pumps, and blowers” with the “more” meaning service.

TriNertia brings a fresh look and strategic emphasis geared toward the evolving on-line marketplace. “We understand that it is essential to create a company geared strategically and aesthetically to the on-line environment. The name TriNertia better captures our aggressive posture to these market realities”, comments JD Anderson, Vice President and General Manager. The word TriNertia is derived from several Western ethno-generic word roots. “Tri” of course means three in this case the three are motors, pumps, and blowers. “Trine” is of Gaelic and later Latin origin and connotes positive energy flowing between planets and other natural objects. Coupled with a reference to the laws of physical motion signified by the Latin derived “inertia”, “TriNertia” connotes positive energy and motion combined with both value and product benefit for our customers.

“We carefully considered the market environment from the perspective of the customer. This includes not just price and selection, but the necessity for a clear market position. We feel that our name and communication strategy will position us as a new generation of pump, motor and blower suppliers to help customers identify solutions faster. The new TriNertia corporate identity is very distinctive in a market place populated with many ‘old boy’ companies and attendant marketing positions rooted in an earlier businesses era,” comments Marketing Director Jim Eaton.

TriNertia expects to release new products on an aggressive basis starting with fans and blowers. All products may be reviewed and selected on-line at TriNertia.com.



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