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For immediate release:

**DAE Systems presents new product marketing approach.**

**Santa Ana, CA** – DAE Systems, a long-standing Aerospace, Defense, an Industrial supplier to countless companies worldwide announces it is refocusing its marketing strategy to capitalize on individual business unit strengths. Jeremy Morrison, President, stated “The goal is to present a diverse array of products and services to customers extending beyond the historical motor and fan product offerings. The strategy will also seek to educate customers about the legacy of vertical integration present within the organization for over sixty five years.”

Phase one of the marketing strategy will introduce all of the business units contained under the DAE Systems umbrella as delineated below:

- **Dynamic Air** represents the presence that existing customers are most familiar with. This business unit is focused on providing high performance, high reliability, highly engineered fans and blowers for the Aerospace and Defense markets as well as addressing custom requirements in industrial and commercial applications.
- **MilMotion** represents the business unit within DAE Systems primarily concerned with the design, development and manufacture of high reliability electric motors, sensors, controllers and related systems. The motor group designs and develops motors in 115 - 240 VAC at frequencies of 50, 60 and 400 hz as well as wild-frequency. Additionally, MilMotion has design and development capacity in 12 - 600VDC in both brush type and brushless configurations. Motors are offered both in continuous duty as well as servo, stepper and linear drive configurations.
- **AMPrecise** (Aero Metal Precision) focuses on offering close tolerance NC machining, sheet metal stamping, welding, brazing and related services to both domestic and international clients. Customer service is a key focus within this group, and quotations are promised within one business day. Cost effective rates for both large and small runs are promised with competitive lead times.
- **TriNertia (formerly Ripley)** offers a wide range of catalog industrial quality fans, motors, and air filters primarily to the commercial and industrial OEM marketplace and as affordable COTS solutions for the Aerospace and defense market.
- **Mil3PL** presents a one-stop logistical, assembly, kitting and packaging solution both as a stand-alone service or integrated with product offerings from one of the other business units. While geared towards government agencies and contractors it is commercially competitive for small custom programs.

DAE Systems expects this new marketing approach will provide customers with a diverse range of solutions. It is expected the group will offer a turn-key competitive solution for all its customers' design, development, fabrication, testing and product needs well into the twenty-first century.