



NEWS RELEASE

SENSORTRAN SELECTS LUPATECH AS BRAZILIAN DISTRIBUTOR

PARTNERSHIP VIEWED AS KEY TO INTERNATIONAL EXPANSION

Austin, Texas – January 4, 2010 – SensorTran, producer of the world's most advanced Distributed Temperature Sensing (DTS) systems, announced today that Lupatech S.A. has been selected as the exclusive distributor for SensorTran in Brazil. The addition of Lupatech as distribution partner significantly increases SensorTran's global reach and allows SensorTran to better serve DTS customers in South America.

Lupatech, as an established supplier of sensing solutions to the energy industry, is viewed as an ideal channel partner for SensorTran's technology-leading products. Distributed monitoring solutions are complementary to Lupatech's current offerings and allow Lupatech to better serve their customers by providing a complete line of fiber optic-based distributed sensing products. Lupatech believes that the market for distributed sensing in Brazil is poised for growth, citing recent advances in Smart Grid utilities and the upstream energy market. "There is increased focus in assisting Brazil in its quest to efficiently develop its wealth of natural resources and better manage its growing infrastructure," said Eduardo A.A. da Costa, Business Development Director leader of Lupatech's Energy Products, Monitoring Systems Division in Brazil.

Commenting on the agreement, SensorTran's CEO Sandy Esslemont stated, "We are continually searching for well-run technology distributors that meet our strict requirements. We believe Lupatech is an excellent fit given its geographical proximity to our other regional operations and the outstanding job Mr. Costa and his team has done building their sensor business. The ability to leverage Lupatech's established position in Brazil will prove to be a tremendous asset to SensorTran."

Lupatech will have access to SensorTran's full line of DTS products and ancillaries, giving customers in Brazil better access to SensorTran's award-winning technology. SensorTran is looking forward to both parties fully realizing the benefits of this partnership.

About SensorTran Inc.

SensorTran is today a global supplier of fiber optic-based Distributed Temperature Sensing (DTS) systems. Customers benefiting from SensorTran's technology include many of the world's largest energy

providers. DTS systems have applications in downhole oil & gas, transmission and distribution power cable monitoring, pipeline flow assurance and leak monitoring, linear heat detection, process vessel hot spot detection, storage tank leak detection and environmental and geothermal monitoring. For more information, visit www.sensortran.com.

About Lupatech Energy Products - Monitoring Systems

Lupatech Monitoring Systems manufactures fiber-optic sensors primarily for the oil and gas sector, which can also be used to monitor structural integrity, and also has a growing presence in the energy and aeronautical industries.

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