



## NEWS RELEASE

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### **SENSORTRAN ADDS PAUL RUIZ AS CHIEF FINANCIAL OFFICER**

*Financial/operational executive with startup and high tech background to guide company growth*

**Austin, Texas – May 14, 2008** – SensorTran, developer of the world's most advanced distributed temperature sensing (DTS) solutions, today announced that Paul Ruiz has joined the company as Chief Financial Officer, tasked with managing the company's finances through current and anticipated revenue growth.

Mr. Ruiz has built an outstanding reputation of success in financial operations, business and financing transactions, and corporate growth/restructuring over his 20 year career. Paul began his career with Price Waterhouse where he served as an Audit Manager for emerging businesses, hyper-growth companies and global, publicly-traded companies. Mr. Ruiz has since had a successful career as CFO, COO, and/or Vice President at various technology companies. Paul has most recently been instrumental in helping growing companies achieve success by providing CFO and Executive consulting and business advisory services to clients in a variety of industries in affiliation with Bridgepoint Consulting, LLC.

"Paul Ruiz is well known in the Austin High Tech market," said Kent Kalar, SensorTran CEO and President. "His track record of ushering growing companies through initial investments, IPOs, and rapid growth phases will help him quickly assimilate and add value for a fast-moving company like SensorTran. We are very pleased to have him join our team."

"SensorTran has positioned itself as a leading company in DTS solutions and its advanced technology will give the company a competitive advantage that will drive substantial growth in the future," said Ruiz. "SensorTran's business model and product offering will allow it to dominate its existing vertical markets and rapidly penetrate new markets, using the flexibility of its technology to develop new and unique customer solutions."

Paul will be based out of the SensorTran headquarters in Austin, TX, USA.

**About SensorTran Inc.**

SensorTran is a global supplier of fiber optic-based distributed monitoring solutions. Customers benefiting from SensorTran's DTS technology include the world's largest energy providers. DTS systems, which can be customized for any language, have applications in downhole oil & gas, transmission and distribution power cable monitoring, pipeline flow assurance and leak monitoring, process vessel hot spot detection, storage tank leak detection and environmental monitoring. For more information, visit [www.sensortran.com](http://www.sensortran.com).

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