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For Immediate Release

NEWS RELEASE

Web-savvy Engineering Firm Rockets onto *Alberta Venture's* Fast 50

In order to reach out to customers world wide who need help to secure and harness the power of their high technology infrastructures, Optrics Engineering cast itself into an engineering consultancy and e-commerce enterprise that is not only exemplary at maximizing the benefits of the very technologies and solutions Optrics sells, but is also streamlined for doing business on the Net. So streamlined, in fact, it landed Optrics Engineering the #14 spot on *Alberta Venture's* 2007 "Fast 25 Under \$20 million."

With an impressive 3-year revenue increase of 126%, and 2006 revenues totaling \$4,389,860 listed in *Alberta Venture's* index of the fastest growing companies in the province, the question is how does a professional high-tech consultancy sustain such a lean and hungry business model in a booming Alberta economy?

"We do most of our business online, including training and repairs." Optrics Engineering CEO, Bording Ostergaard, comments in *Alberta Venture's* January 2007 issue. "We don't have to leave the office so we don't incur the expense of having people on the road."

Even with Edmonton's runaway real estate market, basing online operations here still beats maintaining outbound sales and technical teams.

"We operate our entire business out of 4,000 square feet in Edmonton and our inventory is extremely low," Ostergaard explains. "So increasing overhead is more of an annoyance than a big problem."

Optrics Engineering provides clients with expertise in computer networking, security, software development and related aspects of computer, network and Internet technology. Among the many internationally known organizations that have relied on Optrics Engineering for technology solutions are NASA, Microsoft, Best Buy, US Army, Air Force and Navy, DND, Boeing, Lockheed Martin and Mercedes-Benz. Locally, the firm has worked with the University of Alberta, AMA, Capital Health, Fountain Tire and Fraser, Milner & Casgrain. For a larger client listing go to: www.Optrics.com/clients.

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