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*For Immediate Release*

## NEWS RELEASE

### Web-savvy IT Consultancy Banks Back-to-back PROFIT 100 Recognition

If ranking 44th on the PROFIT 100 in 2006 was a sign that Optrics Engineering was a rising force on the Canadian entrepreneurial scene, then advancing to 39th in 2007 signals the Edmonton-based corporation is on track to connect a burgeoning global market of IT administrators and engineers with only the very best vendors of network-management and security hardware, software and services.

“Finding ourselves a PROFIT 100 company in 2006 was a pleasant surprise but certainly a consequence rather than a goal,” says Bording Ostergaard P.Eng. CEO, “and the result of focused effort to be a leading pioneer in online IT sales and consulting. Our success has come as much from simply trying to keep up with all the companies that have chosen to reach out to us for our expertise in addition to our ability to deliver true leading-edge IT solutions.”

Ranking Canada’s Fastest-Growing Companies by five-year revenue growth, the PROFIT 100 profiles the country’s most successful growth companies. Published in the June issue of PROFIT and online at PROFITguide.com, the PROFIT 100 is Canada’s largest annual celebration of entrepreneurial achievement.

“Internet marketing expertise in addition to technical expertise is what sets Optrics apart,” says Ostergaard. “You can have the best products and services in the world but if your clients can’t find you, nothing ever leaves the shelf. On the other hand, if you are successful at being found but don’t understand what it is you are selling, especially in the high-tech area, customers will not have the necessary confidence to choose you as their provider. Optrics’ success is due to its strength in both of these key areas.”

According to Ian Portsmouth, editor, “Profit 100 companies are the new heroes of Canadian business, creating jobs at home and products used around the world. They’ve accomplished this by building great employee teams, exploiting export markets and rapidly responding to customer’s fast-changing needs.”

About Optrics Engineering:

A pioneer in online marketing and commerce, Optrics Engineering provides clients with expertise in computer networking, security, and IT infrastructure management. Among the many internationally known organizations that have relied on Optrics 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](http://www.Optrics.com/clients).

About PROFIT Magazine:

PROFIT: *Your Guide to Business Success*, offers news, strategies, tips, interviews and other resources to entrepreneurs leading Canada's fastest growing companies. Each year PROFIT—which currently reaches 373,000 readers nationally—hosts a number of events that bring together business leaders in the fast-growth segment and champions the interests of those leaders. PROFIT was founded in April 1982, as Canada's first national magazine geared to entrepreneurs. Visit [PROFITguide.com](http://PROFITguide.com).

-30-

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