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Media Relations Contact:

Bill Holbrook
(603) 578-3052
bholbrook@vectron.com

Media Relations Contact:

Stephanie Lin
(617) 587-2969
slin@brodeur.com

Leading Viscosity Control System Provider Selects SenGenuity Technology for New Platform of ViscSense® Viscosity Control System

Unique ViSmart™ Viscosity Sensor Technology Ideally Suited for Low Viscosity Applications, such as Coatings and Ink

HUDSON, NH — January 27, 2010 — The Norcross ViscSense® System now incorporates the SenGenuity ViSmart™ viscosity sensor. Utilizing Acoustic Wave Technology, the ViSmart™ viscosity sensor is a solid-state, high-reliability, and precision device that provides sensitive, real time, in-line viscosity measurement and temperature monitoring capability. The industrial grade ViSmart™ Viscosity Sensor has a wide operating range that is unaffected by shock, orientation, or flow conditions. Combining SenGenuity's state-of-art ViSmart™ viscosity sensor with Norcross's ViscSense® line of Controllers and 60 years of experience in industrial process control presents a very powerful package.

Adding the ViSmart™ viscosity sensor to the Norcross "falling piston" line of viscometers affords potential customers further options to address their viscosity control needs. The ViscSense® viscosity control system, including the ViSmart™ sensor, provides a robust viscosity and temperature sensor and user-friendly Human-Machine Interface which simplifies and improves process control. It is ideally suited for inks, coatings, lubricants and oils and so versatile it can be used in applications ranging from flexographic and gravure printing, to spray coating, to power generation and other viscosity sensitive processes. Coupled with Norcross Corporation's ViscSense® intrinsically safe barrier, the ViSmart™ viscosity sensor can operate safely in hazardous, explosive rated environments.

"We are constantly making innovations with our acoustic wave sensor technology for a range of new applications to meet customer demand, and our working relationship with Norcross Corporation will allow us to introduce our ViSmart™ sensor into fields such as the flexographic and rotogravure printing fields,"

For more information:

SenGenuity, a division of Vectron International
267 Lowell Road, Hudson NH 03051
Tel: 1-888-328-7661 Fax: 1-603-578-4060
e-mail: sensors@sengenuity.com
Website: www.sengenuity.com

says Thomas Cunneen, Vice President and General Manager, SenGenuity. "We are extremely excited to introduce this to our extensive customer and expanding OEM base."

"SenGenuity's ViSmart™ viscosity sensor has greatly enhanced the overall value proposition of our offering. With SenGenuity's and Norcross's powerful business relationship, the Norcross ViscSense® System can find new applications in the coatings and inks arena, a core focus area for Norcross," says Bob Norcross, president. "We are excited about adopting this new and cutting edge sensor technology and expect it will yield very positive outcomes for our customers and for Norcross."

For more information on the ViSmart™ and ViscSense Viscosity control system, please call SenGenuity 1(888) 328-7661 (www.sengenuity.com) or Norcross Corporation (617) 969-7020 (www.viscosity.com).

About SenGenuity, a division of Vectron International

SenGenuity, an operating division of Vectron International, is a leading provider of breakthrough sensor solutions for performance and reliability in critical data gathering applications. Coupling its state-of-the-art precision sensor solutions with Vectron's surface and bulk acoustic wave (SAW and BAW) technology, SenGenuity delivers innovative solutions for measuring the condition of fluids in challenging, embedded environments, and is driving the development of breakthrough solutions for gas and physical sensing applications.

About Vectron International

Vectron International is a world leader in the design, manufacture and marketing of frequency control, sensor, and hybrid product solutions. Vectron solves complex timing, filtering and sensor challenges by delivering customized solutions that speed time to market and offer low total cost of ownership. Vectron uses the very latest techniques in both bulk acoustic wave (BAW) and surface acoustic wave (SAW) based designs from DC to microwave frequencies. Committed to the industry's highest quality service standard and complete satisfaction, Vectron International leverages its global footprint and 50 years of experience to help customers achieve competitive differentiation and improve their bottom line. Vectron International is headquartered in Hudson, NH and has operating facilities and sales offices in North America, Europe and Asia. For more information, please call 1-88-VECTRON-1 or visit www.vectron.com.

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