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Press Release

ELESYS North America announces their participation at the 2009 SAE World Congress at COBO Hall this April.

SUWANEE, Georgia, April 1, 2009 – Elesys North America announces their participation at the 2009 SAE World Congress at COBO Hall in Detroit Michigan this April 20-23. Elesys will be located at Booth #405. Highlights of Elesys' booth include low-risk deployment technology demonstrations as well as the latest in automotive electronics.

ELESYS' automotive electronic safety systems are featured in a variety of vehicle models, including SUVs and passenger cars, for several vehicle manufacturers in North America. With a 5-Star crash rating given to several vehicles equipped with its automotive electronic safety systems millions of drivers can rely on ELESYS' passive and active safety systems: Occupant Sensing System (SeatSentry™), Passenger Sensing Systems, Occupant Passenger Detection System, Airbag Sensors and Controllers, Adaptive Cruise Control, All-Terrain Vehicle Transmission Controls, Anti-Lock Brakes, Electronic Power Steering, Traction Control System, and Vehicle Stability Controls. ELESYS has proven it delivers a high standard of quality.

The Society of Automotive Engineers (SAE) is made up of over 121,000 engineers, business executives, educators, and students from over 97 countries who share information and exchange ideas for advancing the engineering of mobility systems. SAE is committed to promoting vehicle safety, maintenance, and energy resource conservation. Every year, SAE holds the SAE World Congress, which is the world's largest powertrain and safety engineering conference, offering the global automotive industry's most comprehensive technical program, featuring technical papers, SAE seminars, exhibits, the AVL Technology Leadership Theater, the FEV Powertrain Innovation Forum, and the SAE Executive Business Theater.

About ELESYS

Headquartered in Suwanee, Georgia with an Ohio Technical Center in Dublin, Ohio, ELESYS (www.elesys-na.com) is a global business leader with a history of providing automotive safety electronics on which consumers have depended for the last decade. Products include both passive and active safety systems: Occupant Sensing System (SeatSentry™), Passenger Sensing Systems, Occupant Passenger Detection System, Airbag Sensors and Controllers, Adaptive Cruise Control, All-Terrain Vehicle Transmission Controls, Anti-Lock Brakes, Electronic Power Steering, Traction Control System, and Vehicle Stability Controls.