



True North Listed on Fast Growth 50

Prestigious list recognizes industrial automation leader
as 26th fastest-growing company in the province

Calgary, Alberta, Monday, January 16, 2012 – True North Automation today announced that it has been featured on Alberta Venture's annual Fast Growth 50 list as one of the fastest-growing companies in Alberta. True North's 26th-place province wide standing is based on a variety of measurement criteria including the company's revenue increase of 75 per cent, asset increase of 49 per cent and employee increase of 79 per cent over the past three years of operation. The entire list of Fast Growth 50 companies and their respective statistics can be found in the January 2012 issue of Alberta Venture magazine.

President Blair Hanel credits True North's impressive growth to a vendor-neutral business model, and to the company's dedicated and highly skilled employees. "In the final analysis, our success as an organization can be traced back to our investment in people," claimed Hanel. "We've worked hard to create an environment that attracts some of the best minds in industrial automation. People who are skilled in their profession, who are passionate about their work, and most importantly who share True North's client-centered philosophy."

True North Automation has grown exponentially since its inception in 2007 – a trend that shows no signs of abating. "In late 2011, we acquired an additional 12,000 square feet of office space to accommodate an additional sixty to seventy employees," stated Gordon Gibson, Vice President Finance and Business Development. "We're confident True North will continue its upward growth trend, due in large part to our ability to deliver vendor-neutral solutions that meet, and often exceed, client expectations."

"Our distinction as one of Alberta's fastest growing companies – and our overall success as an organization – is a testament to our exceptional people," echoed Darren Sharpe, Vice President Legal and Safety. "It's always gratifying when milestones such as this are acknowledged by our peers. It's a distinction that belongs to each and every True North employee, and it's an affirmation that we excel at helping our clients meet the changing and challenging demands of industrial automation technology."

About True North Automation

True North Automation is a leading System Integration company in western Canada that employs more than 80 specialists in Automation and SCADA Integration; Electrical and Instrumentation Design; Telecommunications; Data Management; Strategic Planning; Concept Design; Front End Engineering Design; Testing; Commissioning; and Start-up solutions. Vendor neutrality is a key aspect of all True North solutions, enabling the design of best-of-breed automation systems that strive for the optimal deliverable value. The company places high value on the recruitment, training and retention of exceptional performers who provide the technical, interpersonal and project management skills that set the company apart from its competitors. True North helps clients achieve their most challenging goals through a valued partnership driven by innovation and guided by integrity. For more information, visit truenorthautomation.com.

About Alberta Venture's Fast Growth 50

Compiled annually by Alberta Venture and KPMG LLP, the Fast Growth 50 list ranks the fastest growing companies based in Alberta, Canada. Rankings are based on growth in revenues, assets, net earnings, number of employees, and associated relevant criteria over a three-year period. Visit albertaventure.com for a complete list and related statistics of Alberta Venture's Fast Growth 50 honorees.

-30-

Media contact(s):

Blair Hanel
President, True North Automation
TEL 403.984.2001
blair.hanel@truenorthautomation.com