



True North Automation Recognized as Top New Growth Company

Firm solidifies reputation as one of Western Canada's leading
System Integration companies

Calgary, Alberta, Monday, September 19, 2011 – Calgary-based System Integration firm True North Automation was recognized in the 12th annual *PROFIT HOT 50* list as one of Canada's Top New Growth Companies. Published in the October issue of PROFIT magazine and its online derivative PROFITguide.com, the *PROFIT HOT 50* ranks young firms by two-year revenue growth. The distinction of its 34th place nationwide ranking further cements True North's reputation as one of the most proficient, recognized and successful System Integration companies in Western Canada. "The companies listed in *PROFIT HOT 50* exhibit all the traits that underpin business success," commented PROFIT editor Ian Portsmouth. "With good products, persistent and focused leaders and motivated teams, Canada's Top New Growth Companies have achieved enviable growth rates despite a shaky economy."

"When we started True North Automation, our mission was to create an industry-leading automation company, and to employ the best minds in the field to help grow a strong, relationship-based operation," enthused True North's President and Co-Founder Blair Hanel. "Our dedication to clients and staff alike has resulted in lengthy and successful business relationships with most major Oil and Gas producers in Western Canada. Consequently, these relationships have fueled the phenomenal growth of our organization." Based on the company's strong foundation, and on the successful momentum of its vendor-neutral, people-focused business model, True North Automation is poised to significantly expand its employee base in coming months.

"We're honoured and excited that PROFIT magazine has recognized True North Automation in its prestigious *HOT 50* category," continued Hanel. "While we deal in the currency of industrial technology, we have always attributed our successes first and foremost to people. Our employees consistently deliver value and peace of mind to our clients. In turn, our clients remain loyal to the True North brand by their provision of new projects, and by their continued endorsement of True North Automation within the industry. It's a model that works exceptionally well for us."

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 PROFIT Magazine

PROFIT: Your Guide to Business Success is Canada's preeminent publication dedicated to the management issues and opportunities facing small and mid-sized businesses. For 29 years, Canadian entrepreneurs and senior managers across a vast array of economic sectors have remained loyal to PROFIT because it's a timely and reliable source of actionable information that helps them achieve business success and get the recognition they deserve for generating positive economic and social change. Visit PROFIT online at www.PROFITguide.com.

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