

# *NEWS RELEASE*



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## **RUGGED COMPUTER SYSTEM SUPPLIER AITECH NAMES THE SIMON GROUP AS AGENCY OF RECORD**

**Sellersville, PA, February 2005** – Aitech Defense Systems, a leading supplier of rugged computer systems optimized for harsh environments, has named The Simon Group, Inc. as its agency of record to help increase Aitech's brand awareness in both new and existing markets.

The Simon Group's multifaceted marketing communications program for Aitech will include strategic public relations, as well as print and web advertising for key vertical and horizontal market segments. These include military and aerospace, where superior cost-performance, reliability, maintainability and quick time-to-market are a necessity.

In making the announcement, Doug Patterson, vice president of worldwide sales & marketing of Aitech, noted, "I've been very fortunate to work with The Simon Group several times throughout my career in the military/aerospace business. The Simon Group has always demonstrated a keen understanding of our very complex markets and developed creative, highly successful, integrated marketing programs. I look forward to another successful partnership with them on behalf of Aitech."

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Established in 1983, Aitech offers space-qualified, military and commercial off-the-shelf (COTS) products for defense and space applications, radiation tolerant and MIL-SPEC solutions, VMEbus and Compact PCI boards, enclosures and systems, and hardware system integration. In addition, Aitech utilizes its broad base of off-the-shelf products and technologies to develop customer specific solutions, deliver superior cost-performance and reliability and expedite time to market. Applications for its products range from mission processors, fire control and mission control subsystems for ground vehicles, surface and subsurface naval platforms, tactical and strategic fixed- and rotary-wing aircraft to low- and high-earth orbit space vehicles. Visit [www.rugged.com](http://www.rugged.com).

Founded in 1986, The Simon Group, Inc. is an award-winning, full service business-to-business marcom agency specializing in high technology and industrial accounts, particularly in the electronics, instrumentation, military/aerospace, construction, and test and measurement industries. Headquartered in a restored 18th century fieldstone farmhouse in Sellersville (Bucks County), PA, the agency has clients throughout the world. Visit [www.simongroup.com](http://www.simongroup.com).

- 30 -

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