

NEWS RELEASE



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PLEASE REFER TO THIS NUMBER
IN CORRESPONDENCE: **TSG-A-2015**

LCR ELECTRONICS INC. HIRES THE SIMON GROUP AS AGENCY OF RECORD FOR NEW MARKETING COMMUNICATIONS CAMPAIGN

SELLERSVILLE, PA – June 2008 – The Simon Group Inc., an award-winning, full service business-to-business marcom agency specializing in high tech and industrial accounts, today announced that LCR Electronics Inc., Norristown, PA, has chosen the agency to design and implement a multifaceted, global marketing communications campaign, with initial concentration in the United States and Eastern Europe. An aggressive public relations program, market research, web site design and optimization as well as a progressive advertising program will focus on branding the LCR Electronics name in all relevant markets for its extensive portfolio of electronic controls, integrated systems and EMI filters.

The Simon Group's public relations plan for LCR Electronics will reach those who buy or specify EMI filters and other suppression components, motor controls, electronic controls and integrated systems in the commercial, industrial, military/aerospace, medical, appliances and electronics markets. The initial PR program will include feature articles, press releases, tradeshow support and product promotion.

The agency will also conduct market research to determine key differentiators and identify the specific markets that can benefit from the company's broad product range, and provide comprehensive web site design, architecting and search engine optimization services.

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Another important component in the overall branding campaign will be advertising, both in print and online, to help position LCR Electronics more prominently in the industry as an expert and leading manufacturer of high quality, cost-effective standard and custom products for a wide array of industries.

Nissen Isakov, president of LCR Electronics, notes, “At LCR, we have a strong vision for growth and we were looking to partner with an agency that could help us quickly gain the market share needed to obtain our objectives. The Simon Group demonstrated proven results within our specific industries as well as the foresight required to help differentiate LCR from competing companies within our target markets.”

Founded in 1986, The Simon Group Inc. specializes in marketing communications for 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

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