

# *NEWS RELEASE*



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## **TESEQ INC. HIRES THE SIMON GROUP TO DEVELOP AND EXECUTE NORTH AMERICAN MARKETING COMMUNICATIONS PROGRAM**

**Sellersville, PA, February 2005** – The Simon Group, an award-winning, full service business-to-business marcom agency specializing in high tech and industrial accounts, today announced it has been chosen to create and implement a North American marketing campaign for Teseq Inc., a provider of advanced test solutions for electromagnetic compatibility (EMC). The Simon Group’s advertising and public relations programs will focus especially on increasing brand name recognition, as Teseq was previously known as Schaffner Test Systems until a management buyout in November 2006.

“As part of Schaffner, we were able to work with The Simon Group and had seen the success they were able to achieve on our behalf,” said Greg Senko, president of Teseq in the U.S. “We felt that it would only benefit us to use an agency that already understood the various aspects of our business and that could appreciate the delicate and complicated situation we face in this important transition time as we begin to brand the widely recognized and reliable Schaffner products as our own.”

The marketing communications program for Teseq will include an aggressive public relations plan to reach out to those associated with EMC instrumentation and test

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systems for radiated and conducted interference in the automotive, consumer electronics, telecommunications, medical, aerospace and defense industries.

Founded in 1986, The Simon Group, Inc. is a 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).

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