

NEWS RELEASE



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SELLERSVILLE AGENCY CHOSEN TO LAUNCH BREAKTHROUGH ELECTRONIC PRODUCT FOR LEADING INTERNATIONAL MANUFACTURER

Sellersville, PA, September 2006 – The Simon Group, an award-winning full service business-to-business marketing communications agency specializing in high tech and industrial accounts, today announced it was selected to create and implement a full-scale, worldwide promotional campaign for the launch of a revolutionary new line of frequency control devices developed by Fox Electronics of Fort Myers, Fla.

The new XpressO line of oscillators - used in countless applications such as cell phones, computers, MP3 players, stereos, and video and digital cameras - is being formally introduced this month. The Simon Group's responsibilities include creating the product's identity, from naming the new low-cost oscillator to designing the associated logo and producing the necessary collateral materials. The Simon Group is also accountable for implementing aggressive advertising and public relations programs targeting the U.S., European and Asian markets, providing field/sales communications, and lending its expertise to the XpressO Web site design.

“This is probably the most important product launch in the entire history of our company,” said E.L. Fox, president of Fox Electronics. “During the last five years, we cut back on

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advertising and channeled all available funds into the development of this revolutionary XpressO oscillator technology. During that time, The Simon Group's public relations efforts kept us at the forefront of the trade press, and we never suffered. We trust their abilities to successfully introduce our new oscillator line into the market.”

Fox Electronics is America's leading supplier of standard and custom frequency control products, including the industry's broadest line of crystals, oscillators, VCXOs, TCXOs, OCXOs, and crystal filters. The company has facilities, representatives, and distributors throughout the world.

Marty Simon, president of The Simon Group, said, “We feel privileged to assist Fox in this project. The technology involved is extremely innovative and we expect that as we focus our marketing efforts worldwide, those in the targeted industries will be able to feel the impact of this product, and how it will change the future of oscillating technologies.”

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.

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For more information, contact Beth Smith, executive director of PR, The Simon Group, Inc.