

FOR IMMEDIATE RELEASE

Contact person: Graham Naisbitt
Title: Managing Director
Phone: +44 (0)12 5252 1500
Fax: +44 (0)12 5252 1112
E-mail: graham.naisbitt@gen3systems.com
Website: www.gen3systems.com

GEN3 SYSTEMS LIMITED
Unit B2, Armstrong Mall,
Southwood Business Park,
Farnborough, Hampshire,
GU14 0NR, UK
T: +44 (0)12 5252 1500
F: +44 (0)12 5252 1112
E: sales@gen3systems.com

Gen3 Systems appoints PCI as its new sales distributor in India

PCI Limited is a leading distributor of high technology equipment to India and neighbouring countries and has been established for over 22 years. It supplies equipment and technology to many of the same high reliability sectors that Gen3 Systems serves, and the appointment of PCI Ltd is intended to help further establish Gen3 Systems in this fast growing and strategically important market.

FARNBOROUGH, UK – December 2, 2008 – Gen3 Systems Limited today announces that it has appointed PCI Limited as its new sales distributor in India.

PCI was founded in 1986 and is headquartered in New Delhi (tel. +91 11 41 888 999). The company focuses on high technology markets with a strong emphasis on customer service and technical support.

“We are delighted to add Gen3 Systems’ range of high reliability test and measurement equipment to our high technology product portfolio,” says Tribhuvan Akku, PCI Marketing Manager. “Gen3 Systems is a perfect fit both for the reliability-critical industries PCI serves in India, and for the quality and commitment it has towards customer service and support.”

“By appointing PCI as our sales distributor in India Gen3 Systems will be able to further penetrate this strategically important and fast growing market,” comments Gen3 Systems Managing Director, Graham Naisbitt. “Indeed if current trends continue, some studies predict that India – with its population of 1.1 billion people – could overtake Britain to have the world’s fifth largest economy within just ten years, and even go on to overtake the US to become second only to China by mid-century¹.

“To what degree this will actually happen remains to be seen: but there is no question that India is a fast growing country with a well-motivated and well-educated population that is willing to work extremely hard to attain the luxuries we often take for granted in the West. This is why Gen3 Systems needs to have a footprint in India and we feel PCI is the ideal partner for our company going forward at this time.”

1. Reference: “Indian economy ‘to overtake UK’”; BBC News, Delhi; January 24, 2007.
http://news.bbc.co.uk/2/hi/south_asia/6294409.stm

About PCI (www.primegroupindia.com)

PCI Limited (a division of The Prime Group conglomerate) was established in 1986. From fairly modest beginnings it has grown to become one of India’s leading test instrument and equipment distributors with over 500 employees spread across 23 office locations in 11 major cities throughout India. PCI supplies to a wide range of high reliability and industrial sectors including automotive, aviation, aerospace, power and power conditioning, PCB assembly, geo-technology, precision engineering and machine tooling. The company prides itself on having a highly motivated and well trained workforce that works under a “Think Global Act Local” customer-focused company ethos.

About Gen3 Systems (<http://www.gen3systems.com>)

Gen3 Systems is dedicated to tackling the demanding electronics reliability challenges of lead-free assembly and further electronics miniaturisation. The company is a specialist manufacturer of test and measurement equipment used to predict the reliability of electronic circuits and systems in the field. In addition, the company designs and manufactures conformal coating process equipment in both in-line and bench-top formats.

Gen3 Systems' Managing Director Graham Naisbitt is a member of the IEC's TC91 WG3, the working group that formulates test standards for the assembly industry. He is also leader of Solderability Testing Standard IEC 60068-2-69, Co-leader of Solderability Testing Standard IEC 60068-2-54, Co-Chair of IPC-TM-650 Test Methods Sub-Committee, and Member of IPC-J-STD 002 and IPC-J-STD 003, among many others.

Gen3 Systems is founded on the former Concoat Systems Limited. Concoat Systems and its company slogan "Engineering Reliability in Electronics" (which has been retained by Gen3 Systems) was a familiar name in Europe, Asia and much of North America. The new company was launched by its family owners after former sister company Concoat Limited was sold to US firm Chase Corporation in 2005.

Process Support Products is the new UK/Ireland market Division of Gen3 Systems, also bringing together many new distributed products from Marantz (AOI), ACE (Selective Soldering), Kirsten (Jet Wave Soldering), MB Tech (Cleaning Systems), Optilia Inspection Microscopy, NovaTech, and several others.

Gen3 Systems operates from new premises near Farnborough Business Park, on the M3 corridor and just 30 minutes from London's Heathrow Airport. The company has an entirely new management team focused on the needs and requirements of its customers around the world.

Gen3 Systems also provides training, equipment and expertise for manufacturers requiring assessment of their electronic products' reliability, and assists with standards development via both the IPC and IEC.

The company's product range and services include:

- **AUTOSIR** Surface Insulation Resistance (SIR) test system
- **MUST 3** solderability test system
- **SPA 1000** Solder Paste Analyser
- **CM SERIES** cleanliness test systems
- **G3 SERIES** Robotic Dispensers
- **SC SERIES** spray conformal coating systems, both batch and in-line
- **DC SERIES** dip conformal coating systems, both batch and in-line
- **TEST SERVICES** for circuit reliability, solderability and cleanliness

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