

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 Rachael Bussy marketing and PR coordinator for PSP division

Further to Gen3 Systems' acquisition of Process Support Products (PSP) in February last year, Rachael Bussy has been internally promoted to the position of marketing and press relations coordinator for Gen3's UK/Ireland sales and distribution division

FARNBOROUGH, UK – February 17, 2009 – Gen3 Systems Limited today announces that it has internally promoted Rachael Bussy to the position of marketing and press relations coordinator for its UK/Ireland Process Support Products (PSP) sales and distribution division.

PSP (www.gen3-psp.co.uk) is the distribution division of Gen3 Systems operating exclusively in the UK/Ireland market not only for Gen3 Systems' global product range, but also Marantz (AOI), ACE (selective soldering), Kirsten (Jet Wave soldering), MB Tech (cleaning systems), Optilia (inspection microscopy), Novatec, and several others.

Rachael Bussy joined Gen3 Systems in October 2007 as PA to Managing Director, Graham Naisbitt. She has since become increasingly involved with the marketing and press relations side of the business, and her promotion will now see her pursuing both roles alongside each other. Bussy's career background includes experience working at senior management level and sales and customer service within a number of organisations. Her new role thus represents a natural progression into customer-focused marketing.

"With PSP now fully integrated into the Gen3 Systems business and growing fast," says Naisbitt, "we realised there was a need for dedicated marketing and press relations coordinator. Rachael was the ideal choice given her existing position within the company and desire to expand into the marketing and press relations side of what we do."

Gen3 Systems itself was launched only four years ago, having been founded on the former Concoat Systems Limited when its family owners and highly successful sister company – Concoat Limited – was sold to US firm Chase Corporation in 2005, in part to underwrite the long-term expansion plans of Gen3 Systems.

"With the current downturn, there has come a renewed interest in minimising material wastage and increasing product reliability in order to retain profit margins," continues Naisbitt. "This is what Gen3 Systems and its PSP division exist to help customers achieve and Rachael will be crucial in helping us to further educate customers about who we are and what we do."

"I'm extremely excited to have been appointed the marketing and press relations manager for PSP and look forward to working alongside both customers and press editors alike within the UK/Ireland to further raise the profile of our company and the profit-retaining benefits of the products we make and distribute."

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 company was launched by its family owners after former sister company, Concoat Limited, was sold to US firm Chase Corporation in 2005.

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Gen3 Systems also provides test services, 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

Gen3 Systems is located in the UK near Farnborough Business Park, on the M3 corridor and just 30 minutes from London's Heathrow Airport.

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