

Oct 1, 2007

FORTRESS TECHNOLOGY BRAZIL – GRAND OPENING

(Sao Paulo, Brazil) Continuing its rapid international expansion, Fortress Technology announced the official launch of its Sao Paulo based branch at Fispal Tecnologia 2007. The exhibition at Fispal asserted Fortress' firm commitment to pursuing full-scale production at its Brazilian operation after a one year pilot-run that successfully applied and established the same operational model used by Fortress' international headquarters in Toronto, Canada.



Fortress Technology Brazil exhibits and officially launches its operations at Fispal Tecnologia 2007

Fortress initially invested in the new state-of-the-art manufacturing operation in 2005 with the goal of better servicing the South & Central American markets, where the need for dependable and affordable inspection solutions continues to grow. Brazil was the ideal region to setup operations due to its vast populace of 180 million, plus the fact that its food manufacturing industry is emerging as a leading global supplier resulting from an influx of major multinational companies. However, until Fortress' arrival in the South American market, none of the major international suppliers of metal detection equipment had

domestically-based operations. Food manufacturers consequently had to import their metal detectors from North America or Europe, incurring burdensome expenses of freight and high import taxes in the process.

Customers in Brazil and Latin America can now obtain Fortress Technology's same high quality standard product from the Sao Paulo branch at significantly reduced prices. Production costs are lower, freight expenses are reduced in shipping to nearby countries, and high import taxes are no longer a concern amongst the Mercosur customs union members. Fortress has implemented measures to ensure that the metal detector and conveyor systems made in Brazil perform to the identical outstanding level that its customers have come to expect. The same industry-leading sensitivity levels are achieved using the same advanced electronics developed by Fortress' corporate headquarters.

Thus far, the expansion effort is proving prudent as Fortress Technology Brazil is already seeing promising results. Pierre DiGirolamo, the Executive Director of Brazil Operations, states "business has really taken off after a successful showing at Fispal Tecnologia. The response has been phenomenal – we're now filling orders and quoting large projects."