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23 July

Touch International Recruits Experienced Touch Screen Rep Firm

Electronics Sales Professionals to cover Canada

AUSTIN, Texas -- To meet increasing touch screen demand in Canada, Touch International, Inc. today announced a new partnership with Electronics Sales Professionals (ESP), Inc. ESP will represent Touch International across all of Canada. ESP's extensive experience includes several years representing 3M TouchSystems.

"Touch International, a fast growing market leader, is a core part of our strategy to be able to provide customers with complete solutions for their man/machine interface needs," stated Paul Dietz, president of Electronics Sales Professionals (ESP). "ESP's experience, combined with Touch International's dedication to customer service, current product offerings and their planned product releases will enable us to provide complete customer solutions now and into the future."

ESP has a solid foundation in the Canadian electronics market, with over 20 years experience in servicing customer needs for LCDs, touch screens, and controllers. Headquartered in Ottawa, ESP has five offices located across Canada: Montreal, Toronto, Calgary, and Vancouver.

"We are excited for ESP to join our team of experienced, touch screen professionals. ESP is a strong player, with the knowledge, network, and commitment to service the needs of our customers," stated Greg Fagioli, vice president of North American operations. "We envision ESP working closely with Touch International's engineering staff to effectively penetrate the Canadian touch screen market."

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