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Siemens Canada Internet

For the business press

Siemens Canada signs distributor deal for traffic technologies with Electromega Ltd.

Oakville, ON, March 4, 2013

Agreement reaffirms strong market presence in Eastern Canada

Siemens traffic technologies will be more widely available to customers in Eastern Canada by way of a recently signed deal with Electromega Ltd., a Quebec-based Canadian leader in the sale and distribution of specialized products and solutions for the traffic and intelligent transportation systems (ITS) industry.

Under the agreement Electromega will represent Siemens Mobility's traffic offerings, including advanced traffic management systems, traffic controllers, adaptive traffic control and wireless travel time measurement systems. The contract ensures a strong position in the Ontario, Quebec and Atlantic markets for Siemens and offers Electromega a significant expansion of its traffic and ITS portfolio.

Siemens is the leading supplier of traffic technologies in North America, having manufactured hundreds of thousands of traffic controllers. In Canada, Siemens traffic technology is implemented in major metropolitan areas, including Toronto, Montreal and Vancouver.

QUOTES:

"This agreement is an ideal partnership for us; both Siemens and Electromega see the mobility challenges presented by urbanization and are committed to offering efficient and effective traffic solutions to cities. The deal allows Siemens to offer a broad portfolio of solutions to our customers in Eastern Canada."

– Patrick O'Neill, VP Mobility and Logistics Division, Siemens Canada Limited

"We are delighted to formalize an agreement with a company having such a strong reputation and impressive portfolio in the traffic and ITS industry like Siemens has. The Siemens solutions along with our expertise will help to meet today's transportation challenges in an innovative and efficient way."

– Pascal Lamoureux, CEO, Electromega Ltd.

About Siemens Canada

For more than 100 years the innovative ideas from Siemens have helped make Canada a better place. From the Atlantic to Pacific oceans, more than 4,500 employees in Canada work together to provide answers that last in the fields of industry, energy, healthcare and infrastructure solutions for cities. Since it was federally chartered in 1912, Siemens has stood for technical achievements, innovation, quality and reliability. Sales for Siemens in Canada in fiscal 2012 (ended September 30), were \$2.1 billion CAD. The company has 53 offices and 14 manufacturing/assembly facilities across Canada.

About Electromega Ltd.

For more than 35 years, Electromega is a Canadian leader in the design, distribution and sales of specialized solutions for traffic control applications, smart transportation systems, parking and LED lighting. The company proposes and implements intelligent solutions... for today's urban transportation challenges. Its Canadian clientele includes public institutions, such as municipalities and governments, major private corporations and SMBs. The Company also provides consulting services, after-sales service and training with regards to the products portfolio it sells.

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Learn more about the collaboration:

Electromega website

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