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NEWS RELEASE

Web-Savvy IT Company Scores PROFIT 100 Hat Trick

Consulting clients on how to maximize the use of network and Internet technology to advance their businesses has once again brought national recognition to Edmonton-headquartered Optrics Engineering. The Internet-based engineering firm has been identified in the "20th annual PROFIT 100 ranking of Canada's Fastest-Growing Companies" by PROFIT Magazine.

"We are thrilled to have our company achieve the # 68 position on the PROFIT 100, and honored to have now received this recognition three years running" says Optrics Engineering principal Bording Ostergaard.



"Our model is simple, we assist our clients in making the best use of available computer and network technology for their needs," says Ostergaard, with the company's revenues on target in spite of challenges with the US dollar in what is now a competitive global export business.

Ranking Canada's Fastest-Growing Companies by five-year revenue growth, the PROFIT 100 profiles the country's most successful growth companies. Published in the June issue of PROFIT and online at PROFIT100.com, the PROFIT 100 is Canada's largest annual celebration of entrepreneurial achievement.

"In 2001, we specifically chose the World Wide Web as the appropriate vehicle to showcase our expertise, products and consulting services to the world," says Ostergaard. "We believe we were among the first and continue to be one of the few Canadian engineering companies to commit 100 percent to an Internet-based marketing strategy and it is most gratifying to see that this early vision was a key strategic move for our company. Current success has come about through the hard work, commitment and creativity of our staff and current growth rates are continuing this trend."

The PROFIT 100 are role models for anyone who wants to expand their business domestically or internationally," says Ian Portsmouth, editor of PROFIT. "All entrepreneurs can take great lessons from the product development, human resources and marketing practices of Canada's Fastest-Growing Companies".

About Optrics

A pioneer in online marketing and commerce, Optrics Engineering provides clients with expertise in computer networking, security, and IT infrastructure management. Among the many internationally known organizations that have relied on Optrics for technology solutions are NASA, Microsoft, Best Buy, US Army, Air Force and Navy, DND, Boeing, Lockheed Martin and Mercedes-Benz. Locally, the firm has worked with the University of Alberta, AMA, Capital Health, Fountain Tire and Fraser, Milner & Casgrain. For a larger client listing go to: www.Optrics.com/clients.

About PROFIT Magazine:

PROFIT: Your Guide to Business Success, is Canada's preeminent publication dedicated to the management issues and opportunities facing small and mid-sized businesses. For more than 25 years, Canadian entrepreneurs across a vast array of economic sectors have remained loyal to PROFIT because it's a timely and reliable source of actionable information that helps them increase their revenues, boost their profitability and get the recognition they deserve for generating positive economic and social change. Published six times a year by Rogers Publishing Ltd., PROFIT is distributed almost exclusively to the chief executives of companies with 5 – 250 employees and annual revenue of \$1 million to \$25 million, reaching more than 300,000 readers across Canada. Visit PROFIT online at www.PROFITmagazine.ca.

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