



Sensear Hires Senior Sales Executives to Drive Regional Growth

World Leading High Noise Communications Company Ramps for Global Growth

San Francisco, December 10th, 2010: Sensear, a world leader in the development and manufacture of high noise communication headsets, today announced it has hired three senior sales executives to drive its sales development in three high growth regions of Europe/Middle East, Canada and South America.

In Europe, Sensear has appointed Phill Bates as Sales Director, Europe and Middle East. Phill held a similar position at Motorola before joining Sensear's senior sales team. According to Phill, "Sensear represents an exciting new opportunity to leverage my experience and contacts to grow a substantial business in the high noise communication sector which I know is in need of Sensear's technology"

In Canada, Sensear has appointed Russell Rogers to drive the growth of Sensear in this burgeoning market which is dominated by Mining and Oil and Gas opportunities. Russell comes to Sensear from a background in selling technology solutions to the Health and Safety industry so he is well acquainted with the opportunities presented by Sensear.

For Latin America and Western USA, Sensear has hired Raul Pena who has 20+ years selling into the telecommunications industry and was most recently VP Sales for a noise suppression building materials company. According to Raul "Joining the dynamic team at Sensear is very exciting. Sensear's technology is a real break through in the high noise communication industry and I'm already seeing the massive potential of the technology in both North and South America"

The addition of these high calibre executives will strengthen Sensear's global sales growth and contribute to the company driving its leadership position in the market. "Being able to attract this calibre of sales executives in three different regions of the world speaks to Sensear's accomplishments over the last 5 years, but more importantly the strength and reputation of our brand as we continue to grow a global business" said Justin Miller, Sensear co-founder and CEO, now based in San Francisco.

Sensear's global growth is being driven across industries and is deployed in the harshest and noisiest of environments, by some of the world's largest companies. From railroads in Australia, manufacturing plants in the UK to mine sites in Brazil, Sensear is sold and supported via a network of hundreds of safety distributors, two-way radio dealers and communication resellers around the world.

The three new senior sales executives will be charged with building a team of professional sales in their respective regions to service the growing global demand for Sensear's solutions.



About Sensear

Founded in 2006 in Perth, Australia, and with joint headquarters in Perth, and San Francisco, USA, Sensear is a world leader in the development and manufacture of high noise communication headsets. From a global network of sales offices Sensear is selling to end users via distributors, dealers and resellers in the majority of countries around the world. Sensear's patented combination of hardware and software, isolates, cleans and packages speech while suppressing background noise to a safe level. The award winning technology has been incorporated into both ear plug and ear muff headsets that, whilst retaining situational awareness, enable face to face, mobile/cell phone, short range and two way radio communication in the harshest and noisiest of environments.

Media Contact:

Sensear

David Cannington

Chief Marketing Officer

david.cannington@sensear.com

+1 415 4974754