



Sensear's Continues Rapid Global Expansion in 2011

San Francisco, December 19, 2011: 2011 saw the continued global expansion of Sensear with the securing of more than 24 new distribution partners around the globe.

These new partnerships will help increase Sensear's global reach and brand awareness as it penetrates its relationships with many of the world's leading industrial companies. High growth markets for Sensear's products such as the Americas, Middle East and Russia will now be serviced through this rich network of distributors.

According to David Cannington, Chief Marketing Officer, Sensear, "As we continue to add distribution partners around the world, Sensear is being seen as an innovative high noise communication solution that will fundamentally change the way leading global companies address high noise communication challenges in the future"

Demand continues to grow for Sensear's solution in markets that need a real solution for high noise communication problems, As a result, many of the world's largest safety and two-way distributors are recognizing the business opportunities available with Sensear.

Whether distributors are tapping into their existing customer base with a new value add solution or they are looking to enter lucrative new markets with a new technology solution, Sensear offers a unique solution through its SENS (Speech Enhancement, Noise Suppression) technology.

Millchem, a new South African distributor, assessed Sensear's SENS powered high noise communication devices with a number of their key clients with immediate positive feedback. The effectiveness of Sensear products and their ability to deliver a solution for Millchem clients with high noise communication needs was extraordinary.

According to Chris Damen, Sales Director, Millchem, "Even with our first customer trials, the feedback was excellent and we are already receiving requests for quotations. The technology is unique and opens up a huge opportunity for us to assist our current client base and expand our business into new sectors."

According to David Cannington "We have had a hectic year establishing these new relationships and 2012 will be the year where we reap the benefits of our new global partnerships.

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.

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