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## PRESS RELEASE

### E-TROLZ Launches Newly Redesigned Corporate Web Site

Lawrence, MA – February 6, 2006

E-TROLZ, Inc. announced today the availability of its newly redesigned corporate web site located at [www.e-trolz.com](http://www.e-trolz.com). The new website features new and more focused content along with a cleaner user interface for enhanced usability. The web site employs a rigorous search engine optimization strategy and structured backend coding.

"The website redesign is just one of many strategic initiatives deployed over the next few months and in part, the redesign was done in collaboration with those new initiatives," said Jay Ward, Vice President of Sales and Marketing at E-TROLZ. "Because our company is growing and evolving, the message we deliver to potential customers is also evolving with us and we want to be as clear as possible regarding the direction of our company. Effectively communicating the capabilities and benefits of our highly integrated embedded measurement and control products is critical to our continued growth and with this launch, that objective has been achieved."

The website redesign was a joint effort with The Graphic Paige, a Haverhill, Massachusetts-based graphic design professional and A to Z Web Builders, a Newburyport, Massachusetts-based web consulting design and development firm.

#### About The Graphic Paige

Paige DeRosa-Walsh, also recognized as TheGraphicPaige, has over 20 years of diverse design and marketing experience in a variety of industries in both the corporate and private sector. The hallmark of her work is the simple elegance of her intelligent graphic solutions. Paige's collaborative experience with talented web developers, copywriters, strategists and printers enables her to develop custom solutions that deliver results for her clients. For additional information visit: [www.thegraphicpaige.com](http://www.thegraphicpaige.com).

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Lawrence, MA – January 2, 2006



### About A to Z Web Builders

A to Z Web Builders, LLC specializes in the development of custom web sites and web-based applications. Founded in 2002, A to Z Web Builders offers not only technical expertise, but many years of experience in the practical application of technology to achieve business goals. A disciplined, results-oriented approach is used to ensure that clients are provided with professional, functional web sites that deliver real value in the form of increased market awareness and sales, reduced costs, and improved customer satisfaction. For additional information visit: [www.azwebbuilders.com](http://www.azwebbuilders.com).

### About E-TROLZ

E-TROLZ is a global technology leader in the commercialization of highly integrated real-time measurement and control products for embedded applications. Leveraging its proprietary Dual Partition TriCore Architecture, E-TROLZ's products optimize real-time I/O and data management interoperability in a small portable form factor. E-TROLZ's highly integrated products enable dramatic savings for customers in project development cost and time to market. Initially focused on the medical device market, E-TROLZ delivers measurement and control solutions incorporating portability, signal conditioning, and wireless communications expertise. More information about E-TROLZ is available at [www.e-trolz.com](http://www.e-trolz.com).

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