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### **Xycom Automation adopts Pro-face as new corporate name**

SALINE, Michigan – March 1, 2007 – Xycom Automation is adopting Pro-Face as its new corporate name. Xycom Automation is well known for supplying Industrial PC and Flat Panel Monitor solutions in North America for the past 35+ years. Xycom will remain a product brand name fully supported in the Pro-face family of Operator Interface and Industrial PC products.

“The Pro-face name change better reflects the company's existing global presence by aligning itself even more closely with the international network of Pro-face sales and support offices throughout the world,” said Mary Ramsey, North America General Manager and Vice President of Sales. “The industry recognized Xycom IPC line will continue to be available and fully supported.”

As the #1 global supplier of operator interface and industrial PC solutions, Pro-face is readily recognized throughout the world. Xycom was added to the Pro-face line of products in 2001, and recognition of the Pro-face name has been rapidly growing in North America due to customer demand for high functionality, high reliability and wide connectivity in human machine interfaces.

Pro-face Key Facts:

- Ongoing expansion of North American field sales and support staff
- 17 Major sales offices throughout the world
- Serving clients in over 50 countries
- #1 in HMI Operator Interface and IPC Product offering
- #1 in 3rd party industrial automation connectivity
- #1 in HMI Investment Protection

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### Pro-face Profile:

Pro-face is the world leader in HMI solutions and industrial computer products. Pro-face continues to set the global standards for HMI solutions by offering the industry's most extensive product offerings with the highest levels of connectivity. Principal products include Pro-face brand dedicated HMI touch screens, and PC-based open-architecture visualization and control offerings. The Xycom brand of products include Industrial PC products serving industrial, automotive, aerospace, packaging, plastics, textile and other markets, with hardware and software installed in more than 300,000 factory-floor systems worldwide. Pro-face America is headquartered in Saline, Michigan. Pro-face has employees and sales and support representatives located around the world. For more information about Pro-face HMI products, visit [www.profaceamerica.com](http://www.profaceamerica.com).

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**Editor's Note (do not print):** If this information is published, please forward all inquiries to: Pro-face America, Marketing Communications Department, 750 North Maple Road, Saline, MI 48176. For more product information, contact Xycom Automation, Inc., (734) 429-4971 ext. 471 or [marcom@profaceamerica.com](mailto:marcom@profaceamerica.com). All trademarks are the property of their respective owners.