

Commercial News

The Showcase for American-Made Products and Services

USA

For Immediate Release

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Pennsylvania Company Named Exporter of the Year by U.S. Export Promotion Magazine

The Numonics Corp. of Montgomeryville, Penn., has been awarded a 2005 ThinkGlobal/ Commercial News USA Exporter of the Year™ award from ThinkGlobal Inc., publisher of Commercial News USA.

Commercial News USA, the official export promotion magazine of the U. S. Department of Commerce, is a catalog-style magazine distributed to approximately 400,000 readers in 145 countries worldwide. Awards are given to one U. S. company in each of 14 industry categories. The Numonics Corp., a privately held company, was named Exporter of the Year in the Information Technology category.

Winners were chosen based on the total number of documented export deals completed in 2004, total percentage increase in sales in 2004 compared to 2003, exports as percentage of total sales, the company's commitment to exporting, the company's commitment to customer service, and the company's innovation and originality in marketing products or services.

To be eligible for the award, the company must currently be exporting from the United States.

The Numonics Corp. designs and manufactures interactive whiteboards for presentations in training, conferences, and education; applications for CAD/CAM, GIS/mapping, and the garment/apparel industry; and X-ray imaging. The company reported total export sales of \$3.26 million in 2004, a 3.8% increase from 2003. Exports now represent 39.5% of the company's total sales.

Founded in 1969, Numonics began exporting in 1993. The company attributes its exporting success to laying a strong foundation in international sales with the arrival in 1993 of President and CEO Alfred Basilicato. Mr. Basilicato had extensive experience already in international business. The company says the work of the 1990's began to pay dividends in 2000 as international sales revenues climbed at double digit growth.

"Given the efforts and energy applied to building an international business, Numonics' international sales will reach 40% of the company volume within two years," said Basilicato. "The objective identified in 1993 became a passion for the company and remains a high priority companywide."

Gregory Sandler, publisher of Commercial News USA, said that Numonics' success is indicative of how American companies can benefit from exporting. "With 95% of the world's market outside the U.S., there is significant growth opportunity for American manufacturers and service providers."

More information about the Exporter of the Year awards is available online at www.exporteroftheyear.com.

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