



PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact:
Christina Fang
International Marketing Manager
Seon Design Inc
Tel: 1-604-941-0880
Fax: 1-604-941-0870
Toll Free Tel: 1-877-630-7366
Toll Free Fax: 1-866-664-3677
Email: cfang@seon.com
www.seon.com

Seon secures seasoned professional to boost transit team

Coquitlam, BC – Aug 28 2007 – Seon Design Inc. is pleased to announce Don Nelson has joined its growing transit sales division. Mr. Nelson is a seasoned security professional with more than 14 years in the security industry dealing with both mobile and fixed applications.

“Seon is a very progressive company with very high standards in business,” Mr. Nelson said. “It has been recognized as a technology leader – recently named the number 1 supplier in the world for the bus and coach industries – and offers first class customer service.”

Reporting to Mr. Terry Akiyama, Vice-President of Sales, Mr. Nelson specializes in mobile surveillance solutions for the transit market in the Western and Midwestern United States. He works closely with Seon Design’s growing sales, marketing and service teams.

“Don brings strong ideals to his position,” said Mr. Akiyama. “He is very education driven, which not only benefits our team but is a valuable asset for our customers and potential customers. His knowledge and experience in the security industry are important resources. He has made a seamless transition to Seon.”

Mr. Nelson comes to Seon with big goals. He aims to meet as many customers as possible and will spend much of his time on the road.



"Seon has high yet achievable expectations for its staff," said Mr. Nelson. "There is also a level of support, encouragement and flexibility that makes this one of the best places to work in BC."

Mr. Nelson studied commerce at the University of British Columbia as well as completing a diploma in sales and marketing from the British Columbia Institute of Technology. Prior to joining Seon Mr. Nelson was an independent sales representative acting for six manufactures in Western Canada. He exceeded more than \$2.5 million in sales for his last three years. He will be based out of Seon's corporate headquarters in Coquitlam, BC.

#

About Seon Design Inc.

Established in 1999, Seon Design Inc. is a privately owned company based in Coquitlam, BC. A leading designer and manufacturer of video surveillance systems for mobile applications, Seon employs its own team of highly qualified electronics and mechanical engineers, and assembles superior quality end products in its 36,000 square feet manufacturing facility in Coquitlam. With a growing team of dedicated sales representatives and a network of loyal dealers throughout the United States and Canada, Seon is positioned to continue its double-digit growth rate and increase its market share in 2007 and beyond. For more information, visit www.seon.com.