

PRESS INFORMATION

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McMurdo Ltd announces forward strategy

1st January debut for Kannad Marine brand name

Portsmouth, UK 8-12-09 – McMurdo Ltd, a company of the Orolia Group (NYSE Alternext Paris – FR0010501015 – ALORO) announces today that following Orolia's successful completion of the acquisition of Kannad in September 2009 and of McMurdo in November (forming Orolia's new Positioning Division), a new strategy has been implemented for both companies which is designed to focus more clearly on the expertise each offers in their specific markets.

From 1st January 2010 McMurdo Ltd's core focus will be on producing emergency location beacons for marine and outdoor markets, meanwhile Kannad's original operation will focus separately on the aviation and tracking sectors, developing its own strategy and product portfolio to address these market segments.

McMurdo Ltd will offer two different ranges of branded products, namely the existing McMurdo range plus the products of its newly branded division Kannad Marine. By creating this new brand, McMurdo Ltd facilitates its new strategy, that of incorporating both brands, to enable the products in the existing Kannad portfolio to be represented. These are specifically designed for the marine and outdoor market. Furthermore, the Kannad Marine product portfolio will be gradually extended to include a number of new products.

McMurdo Ltd will continue to support the existing distribution networks of both brands. McMurdo products will be distributed via the existing McMurdo network and the Kannad Marine products via the existing Kannad network.

"This strategy is intended to bring clear benefits to the customers and users of both the McMurdo and Kannad Marine products. The pairing will enable us to ensure that their important distribution networks are continuously supplied with innovative market leading products" comments Jeremy Harrison, President and CEO of McMurdo Ltd. "The product offering will continue to respond to the growing demand for safety products compatible with the opportunities afforded by advancing technologies, and which are compliant with increasing international legislation."

About McMurdo

McMurdo Ltd is a world leading producer of Emergency Positioning Indicating Radio Beacons (EPIRBs), Personal Locator Beacons (PLBs) Search and Rescue Transponders (SARTs) and VHF Radios for the maritime and leisure markets, including shipping, yachting, aviation and outdoor adventure pursuits. The high quality product range is manufactured in the UK utilising the very latest technology available, and in partnership with the world's safety regulatory organisations.

About Orolia

Orolia is a high-technology group specialized in precise Positioning, Navigation and Timing. Orolia provides high-precision electronics equipments that generate, distribute, measure and process the High-precision Time & Frequency signals that Critical Operations use to detect, trace, control, analyze or synchronize time and location-critical events. High-precision timing, positioning and synchronization solutions are vital for critical applications in growing markets such as Defense, Public Safety, and Telecom & Broadcasting in land, maritime, air or space environments. Since 2006, the Orolia group has been able to establish itself as one of the leaders in PNT solutions at a global level through five companies: Spectracom, SpectraTime, T4Science, McMurdo and Kannad. Orolia's headquarters are located in Les Ulis, (France). The company also has main offices in Neuchâtel (Switzerland), Stockholm (Sweden), Rochester (New York), Basingstoke (UK), Portsmouth (UK) and Guidel (France).

For further information please contact:

Press information and high res photographs Marina Johnson ClearLine Communications Ltd t: +44 (0)1590 670011 m: +44 (0)7774 623539 e: marina@clearlinecommunications.co.uk	Company information Jeremy Harrison, CEO McMurdo Ltd t: +44(0)23 9262 3900 e: jeremyharrison@mcmurdo.co.uk
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www.mcmurdo.co.uk

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